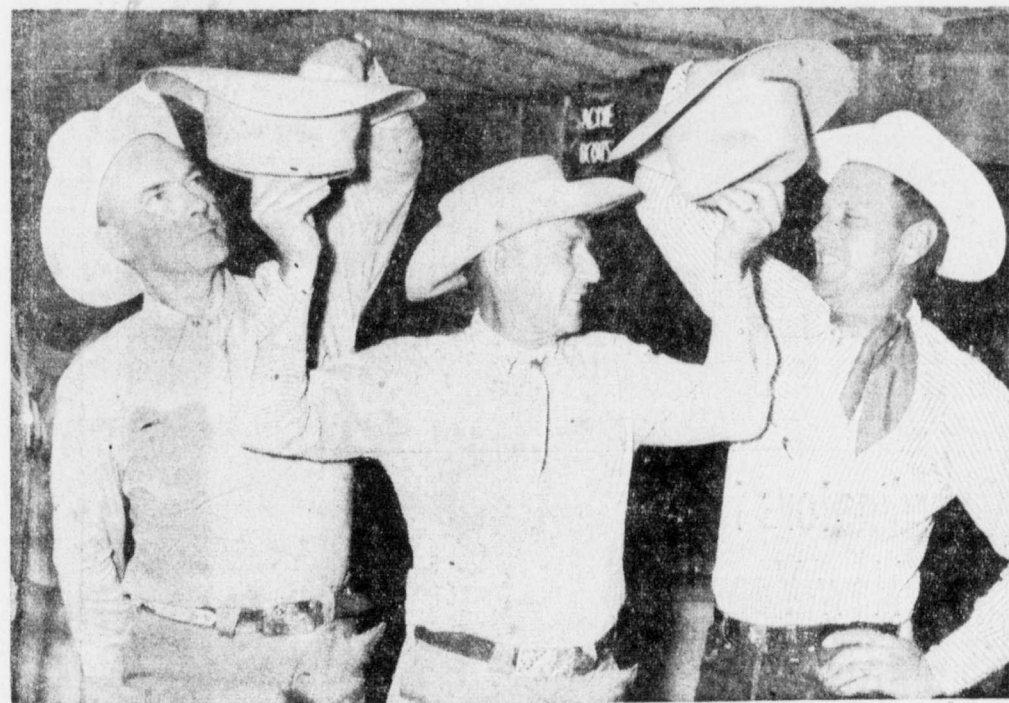


Saturday, November 13	81	51
Sunday, November 14	81	41
Monday, November 15	75	46
Tuesday, November 16	77	51



GEORGE RASMUSSEN, left, and Elly Wyndhurst, president of Los Compadres, sponsors of Western Week in Palm Springs, November 22-28, draw from hats held by Western Week chairman Mac Macdonald, to see who will sponsor each queen contestant. One hat held the name of each entrant from Palm Springs. The other of a local organization which has volunteered to help the aspirant in her ticket sales for the rodeo.

Samson Says Chest Drive Still Gaining

An increase of 100 percent over the first week of donations was reported today by Herb Samson, 1954 campaign chairman for the Palm Springs Community Chest.

Samson and Howard Morris, president of the Chest's board of directors, announced that collections to Wednesday noon totaled \$8000 in round figures. Figures reported Nov. 10 showed only \$4000, for the first 10 days of the drive.

SAMSON SAID TODAY, "Donations definitely are picking up after our somewhat disappointing start." He added, "We attribute this week's increase to

Story and photograph of activities of the Welfare and Friendly Aid Society, a Community Chest agency, may be found on Page 5b today.

the greater number of volunteer workers and their increased activity on behalf of this worthwhile, once-yearly drive."

An appeal that Palm Springs residents and longtime visitors act as "self-solicitors" was voiced by Morris.

HE SAID, "We sincerely hope that anyone who has not been contacted by a volunteer collector—or who has been approached through the widespread mailing campaign of the advanced gifts committee—will sit down today, write their check and drop it in the mail."

Morris said this year's goal of \$37,899 is "the absolute minimum needs for the coming year of the Community Chest and the five agencies it supports."

The youth and welfare agencies are the Boys Club, Boy Scouts, Girl Scouts, Desert Museum, and the Welfare and Friendly Aid Association for its support of the Youth Center and the Health Center.

70 Now Seeking Police Chief Job in Palm Springs

Seventy applications have now been received for the position of police chief, City Manager R. W. Peterson reported today.

This is an increase of 20 over last week, with the closing deadline for filing of applications not yet set.

Capt. Orest Johnson is serving as acting chief of police in the interim period.

Trailers to be Banned on Residential Lots Dec. 15

Strict city-wide enforcement of the city ordinance prohibiting storage of trailers on residential property will be started on December 15, City Manager R. W. Peterson announced today.

This will permit anyone now storing a trailer in his yard or driveway sufficient time to arrange for proper storage, Peterson said.

"We are reluctant to take this action, but we receive numerous complaints each week and feel that it is only fair and equitable to enforce the law



PAULINE REAGEN is the American Legion's candidate for queen of Western Week, which starts Monday and continues through next Sunday. The queen will reign at the many big events of the celebration, including the rodeo Saturday and Sunday afternoons.

Sunbathing Visitor Looks at Scenery, Loses Clothes

A 67-year-old visitor learned a lesson Monday afternoon—keep your clothes near at hand when sunbathing.

Here for just a few days, he decided to take a sun bath. He parked his car downtown and walked up into the canyon, taking special care to remain away from the traveled trails.

Enjoying the sunshine while nude, he walked around to inspect the various rock formations. When the sun disappeared over the mountain top, he started to look for his clothes which also contained his money and car keys. But he could not locate the area where he had placed them.

It then started to become dark, so the visitor became worried. Not wanting to spend the night in the mountains he started back toward town, and seeing a home shouted for help. He then approached another home in an effort to secure aid.

Both residents called the police department, and officers raced toward the scene. They brought him back to town, secured other clothing from his car, and gave him accommodations at the station for the night.

Tuesday, the gentleman returned to the mountain, this time not to sunbathe, but to locate his clothing, money and car keys.

VILLAGERS RALLY FOR DEDICATION OF PARK

By FRED C. WEIGEL

With a setting of bright sunlight, clear blue skies, tall, majestic palms, and a floor of green grass, city officials, notables and Villagers gathered to dedicate Tamarisk Park.

AS SMALL CHILDREN ran across the expansive lawns to swings, slides, and merry-go-rounds, adults sat lazily under palm trees and listened to the Palm Springs high school band.

Photos on Page 1b

To oldsters it turned back the calendar to the horse and buggy days of communities built around a park, of Sunday band concerts in pagoda-shaped bandstands, and family get-togethers following church services.

From a small, temporary stage in the northeast corner of Tamarisk Park, City Manager R. W. Peterson opened the dedication ceremonies. He introduced...

See TAMARISK, Page 1b

Araby Bridge Surveys Begun

Next Week is Western Week

2-Day Rodeo Nov. 27, 28, Climax Event

Queen Contest to Come to End Wednesday Night

Western Week, a cherished tradition in Palm Springs, starts Monday.

Dredge out your boots. Dust off your wide fedora. Hitch up your drawl. And add to the feel.

Sponsored by the Los Compadres Club of Palm Springs and featuring an entire week of prime desert action, Western Week runs from November 22 through the 28th, with a crowded schedule of events all the way.

WESTERN WEEK will be climaxed by a two-day Championship Rodeo Saturday and Sunday of next week.

Anyone having the audacity to buck the general dress of the week will receive the direst of dark looks.

November 24, the night before Thanksgiving, the populace will turn out for a big dance to be held at the American Legion Hall on Belardo Road. Dance starts at 9 p.m. and the queen will be announced at 10:30 p.m.

QUEEN CANDIDATES are sponsored by local organizations: Lions, Rotary, Elks, Palm Springs Post of the American Legion, Junior Chamber of Commerce, Cathedral City Chamber of Commerce, Palm Desert Chamber, Desert Hot Springs Chamber and Rancho Mirage Chamber of Commerce, and the big winner is to be chosen according to largest ticket sales for the rodeo. At this point ticket sales are going very well and trophies will be given to each queen entrant. The queen will be presented with a registered, quarterhorse, bay mare.

SATURDAY MORNING at 10:30, some of the finest horses will appear in the parade which starts at the El Mirador and proceeds down Palm Canyon drive to Ramon road. Blythe teenagers will perform a square dance on horseback during the parade, bringing their own caller.



ONE THOUSAND silver dollars to pay for just anything your heart may desire if you come up with the winning suggestions on what Cameron Center should contain. The silver dollars, one thousand of them are on display in the Bank of America, for any doubting Thomas to see and pictured above, admiring the round coins are, from left to right, Fred Ingram, manager of the bank; George E. Cameron, Jr., developer of the proposed Cameron Center, and Russell Wade, general manager of the Center.

Kiner to Switch to Cleveland AL Champs in 1955

Ralph Kiner's happy, the Cleveland Indians are happy, and the Chicago Cubs express the same feeling.

This was the reaction of all three following announcement

See KINER, Page 7a

1000 SILVER DOLLARS JUST FOR GOOD IDEAS

Have you ever seen a heap of silver dollars...

Brand new ones and silvery—\$1000 of them?

And right out in the open where you can touch them in, of all places—the Palm Springs Branch of the Bank of America?

Go there. Take a look at them. They are in two glass jars displayed on a table as you enter the bank and they're yours—if—

YOU WIN THEM!

THESE TWO JARS filled with silver dollars represent the giant jackpot, winner take all, prize in the Cameron Center Suggestion Contest which ends January 31 with all entries postmarked not later than midnight of that day. This contest is open only to readers of The Desert Sun with the grand prize offered by George E. Cameron, developer of Cameron Center.

All one has to do to enter this contest is to sit down and in 250 words or less write a list of suggestions or even one, perhaps, which in his or her opinion should be incorporated in the creation of Cameron Center.

CAMERON CENTER, for those who are reading about this contest for the first time, is located on Palm Canyon drive between Riverside drive and Mesquite avenue. The site consists of 12 acres—so you have plenty of room in which to allow your imagination to roam.

Among the suggestions one may submit could very well be the following:

A public swimming pool.
A branch of Sears and Roebuck.
Or any other chain store operation.

See CAMERON, Page 2a

Long-Sought Span to be Built by State

Flood District and State Nearing Pact on Project

John W. Bryant, chief engineer for the Riverside County Flood Control district, said Monday that negotiations are now under way which will result in construction of the long-sought bridge across Palm Canyon Wash at Araby Point on Highway 111.

C. V. Kane, district engineer for the California Highway Division, notified Bryant Monday that surveys for the erection of the bridge are being made now in his office at San Bernardino.

CONSTRUCTION of the bridge hinges on an agreement between directors of the flood control district (who are also the county supervisors), commissioners of Zone Six, the Palm Springs district, and the highway division.

The contribution by the county flood control district will be the channelization of Palm Canyon Wash to contain the flood waters which accumulate during heavy storms and render Highway 111 impassable at the Point.

BY BRINGING the waters into a narrower channel at Araby Point, cost of the proposed and much-needed bridge will be reduced.

Bryant said that commissioners of the Palm Springs Zone have indicated that they are willing to recommend adoption of the cooperative agreement sought by the state division of highways.

Zone Six commissioners are Willard R. Hillery, William Mason and Ray Sorum.

To them and to Fourth District Supervisor Homer Varner should go credit for gaining the state's consent to build the bridge, Bryant said.

ARABY POINT has often been closed by flood waters halting traffic between Palm Springs and Cathedral City and other communities to the east.

In times of heavy rains, residents of Cathedral City, to reach Palm Springs, or to return home from the Village, often had to travel the 70 miles via Indio on Highway 99 to reach their homes, only six miles away.

Inside the Sun

Tamarisk Park was dedicated last Sunday with throngs of Villagers and visitors picnicking on the grounds. Fred Weigel, Desert Sun photographer was there. His lay-out of pictures on the event may be found on Page 1b today. There are a lot of other things in The Sun. For instance:

Cathedral City	8c
Church News	4c
Church News	5, 6, 7b
Palm Desert	7a
Publisher's Corner	4b
Rashall Unedited	2a
Social News	1, 2, 3, 4, 5c
Sports News	6, 7a
Thousand Palms	2a

Sun Essay Contest Entries Go Before Judges Saturday

All entries have been received in The Desert Sun's Americanism essay contest, and the committee of 17 civic leaders will meet Saturday to discuss final plans for judging of prizes.

Winners will be announced in the Thursday, November 25, issue of The Desert Sun, and the three top essays in the grade divisions of seven and eight, nine and 10, 11 and 12, will be published.

A BRIEF GLANCE at the essays reveals that students competing for the three first prizes of \$50 savings bonds have many varied reasons why they "are proud to be Americans." The essays also show that they are the result of much concentration.

Besides the top award of the \$50 savings bond in the three groups, second prizes of \$25 and 18 Americanism certificates will be given.

ALL SCHOOLS participating in the contest, Palm Springs high school, Nellie Coffman Junior high, Palm Valley School, St. Theresa school, and Chase School for Boys, showed a large amount of interest in the contest, judging from the number of entries received.

Dr. Benjamin Goldberg, contest chairman, commended school officials and students for their excellent cooperation and interest, and said that the contest had achieved its purpose of acquainting students with the many reasons they have for being proud they are Americans.



(Chamber of Commerce Photo)

RALPH KINER, Major League slugger, gets the news that he will be with the World Champion Cleveland Indians next year. Wife Nancy, former tennis champion, listens in at their Thunderbird Country Club home Tuesday morning. A picture of the Kiner's son, Michael, with bat in hand is shown in background.



CHI CHI HEADLINERS Allan Cross and Henry Dunn opened the new show Monday night with enthusiastic response from patrons who were on hand to witness a top-flight show. Besides this famous song-stylist team, the show also includes Danil and Genil Prior, musical comedy team direct from a successful engagement at the Sands Hotel in Las Vegas. An entertainingly unique act on the show is Yottie Brunn, the world's greatest girl juggler, recently from the Desert Inn in Las Vegas.

The Desert Sun—2nd
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

El Paseo Theatre
OPENS WED.
NOV. 24
Walt Disney's
Stirring NEW True-Life Adventure Feature!
THE VANISHING PRAIRIE
A TECHNICOLOR PRODUCTION

Phone 8-2232
SUNAIR
DRIVE-IN
Showtimes: 6:45 p.m. — Sundays at Dusk

NOW SHOWING
CINEMASCOPE
M-G-M's
SEVEN BRIDES for SEVEN BROTHERS
starring Color
Jane POWELL • Howard KEEL
with Jeff Richards • Russ Tamblyn • Tommy Rall
plus
Van Heflin • Anne Baneroff
"THE RAID"
Color by Technicolor

STARTS SUNDAY 3 DAYS
CINEMASCOPE
LUCKY ME
starring
DORIS DAY
WARNERCOLOR
A WARNER BROS. PICTURE

— Co-Feature —
DALE ROBERTSON DEBRA PAGET
"The GAMBLER from NATCHEZ"
— Color by Technicolor —

COMING
WED. NOV. 24
ALAN LADD
in
"DRUMBEAT"

UNEDITED

By BILL RASHALL

I am never without emotional pain at the sight of a Mexican wetback in police custody. His destination is back to Mexico from whence he tried mightily to escape.

Not often even rarely, for that matter, does an occasion arise which drapes human suffering with the light shadows of laughter. In this instance let us call this wetback Mexican Pancho which is really not his name. The story was related to me by a Border Patrol officer and some of them became well acquainted with Pancho.

Pancho, as the story was related to me, lived several hundred miles below the International line. He was and perhaps still is, the economic bulwark against hunger and privations in his home state of Mexico, for mucho muchachos and many, many near and broomstick relatives. The existence of this family clan was miserable. However, when Pancho would return from Gringo land there would be great rejoicing and the fatted calf was slaughtered and barbecued or cut up to make the tamales taste a little better.

"PANCHO WOULD STEAL across the border," I was told, "to work in our factories and farms. When he had saved, say \$200 American pesos, Pancho felt he had enough money to support his charges for about six months."

But Pancho would never spend one cent of that money for transportation in style back to his homeland. No, sir. He had learned that Uncle Sam would supply the transportation for free.

Accordingly then, Pancho would start out on foot in broad daylight, knowing full well that sooner or later he would be picked up by a police officer or border patrolman and Eureka! there was his free trip home. But that isn't all. As soon as the \$200 was gone, Pancho would bid his family adios and start back for the border. The same routine would occur. The work, the free ride, the fatted calf and then back to this country.

DECIDING TO RETURN to Mexico on one occasion, Pancho walked and walked and walked. Finally he decided that "I am such a foolish man. This walking business is for nothing but horses. I, Pancho, will ride. Accordingly he called the police and informed them, (he spoke good broken English), that a Wetback was on Highway 111 walking toward Palm Springs. Presto! In moments he was surrounded and turned over to the Border Patrol. And the free ride back home was in the making. Pretty soon the Border Patrol officers and Pancho became well acquainted. They knew each other, I presume. He may still be doing the same thing for all I know. Must check in with a Border Patrol

The group decided to hold meetings on the second and fourth Monday of each month, with the time and place to be announced later.

officer and ask about Pancho one of these days.

TOM McCORMICK, our composing room foreman, came into my office to admonish me about smoking too much. Go and talk to Willie Walker and he'll tell you why you should stop burning those fags, said Tom, a cigarette dangling from the corner of his mouth.

Now Willie Walker is our colored pressman, one of the hardest working employees in the shop until a damsel walks by the wide doors on Indian avenue. Said Willie about smoking:

"My grandpappy don't let me that if the good Lord wanted us humans to smoke he would have put a chimney in our heads. Have you got a cigarette on you, Bill? Now look here, Willie, I thought your grandpappy — 'Oh, that's when I was a mighty small boy, you know.'"

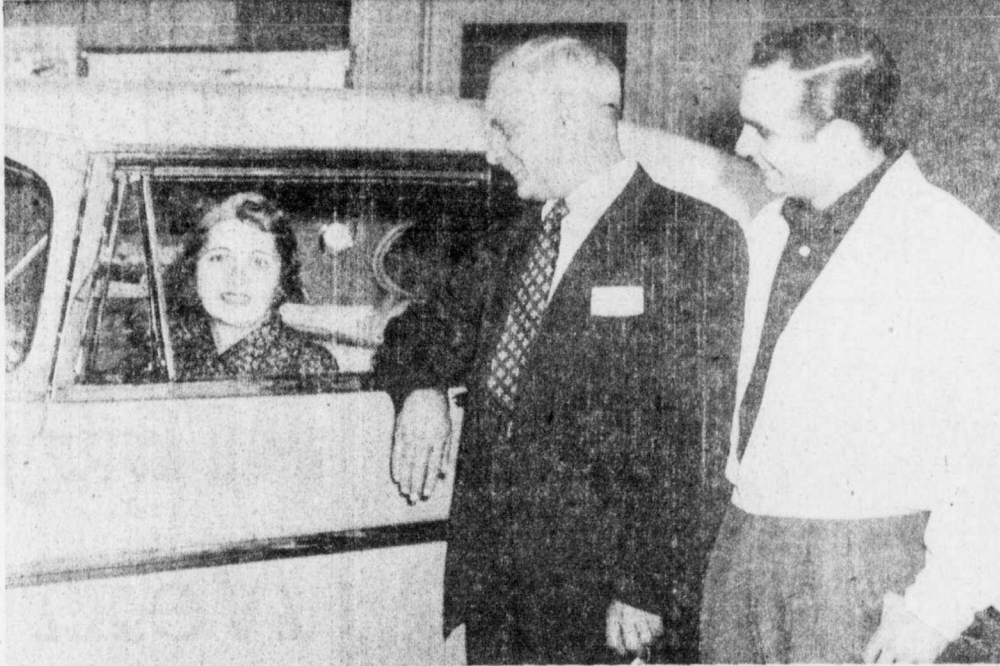
ARM-IN-ARM from the Village Pharmacy with Eleanor Machris Gilliland and her husband G. Ray and into the Starlite Room of the Chi Chi. "Well, Bill," she said, "I took a financial beating on that Frank Sinatra home on Alejo." You sold it? I asked. "I believe so but you'll have to see Jim Morton as to the name of the buyer." And Jim Morton: "It's a secret. I can't tell you." The house has more electronic devices than a robbery plane, I was told by the builder.

I never knew this before but a bulletin from St. Louis Catholic church in Cathedral City notes that there is a little colony of Polish people, all devout Catholics, who live in the estate section of Eagle Canyon Trailer Park. They are C. Janinski, Z. Melkoski, J. Pozanski, K. Maikoski, J. Pozanski and K. Shatkowski. Tongue twisting names but all good Americans, without a doubt. This, I hope you all will accept, is a welcome to Palm Springs.

John Noyes, manager of that hotel "where you fly in or drive in" was thrilled with that "Treasure Map" ad that Bob Linskey drew for the Desert Air Hotel. He had reason to be, he said, 'cause people came to the hotel who informed Noyes that heretofore they had never been able to find the place.

ARTHUR GREENFIELD, real estate man is now in the hotel business. Remember when he only sold real estate and was satisfied. Now he builds and sells homes in Las Palmas and is the new owner of the Avalon hotel on North Palm Canyon drive. Charles Lackey, producer of Al Pearce's radio show for more than two years and his lovely wife, are the managers of Avalon. Both of them worked for Technicolor Studios for many years.

How the Foldsey family entered the hotel business will be the topic of my column next Monday. I believe you'll like it. And then there's that respected businessman, well known in the community, about which a considerable amount of gossip is swirling. He and blondes and he's married, too!



IT WAS A TRIPLE debut for George Beebe, the Desoto and Plymouth 1955 model automobiles. It was Beebe's first experience in connection with the announcement of new automobiles and it was the first showing of the beautiful Plymouth and Desoto automobiles. More than a thousand persons streamed through Beebe's showrooms, ah-ing and oh-ing at the sight of the new models. And George Beebe was as excited about the event as if he had just become a grandfather. Pictured above in the front seat is Mrs. George Beebe and standing beside the new Desoto is Mr. Beebe and their son, George, Jr.

Banning Woman Fatally Injured in Traffic Here

Estelle Penn Gayne, 48, Banning, was fatally injured when struck by a three-quarter ton pickup truck while crossing Highway 111 about two miles east of the east city limits at 5:15 p.m. Tuesday.

Driver of the truck was Curtis Holt, 25, 628 Lazy road, Palm Springs, who was traveling west.

Miss Gayne was crossing the highway from a trailer park on the north side to a parked car, according to California Highway Patrol officers. She was wearing a black full-length coat.

Point of impact was approximately the center line. It was reported, and it is believed that the victim might have become confused by the lights of oncoming traffic and in an effort to avoid eastbound cars stepped into the path of the westbound traffic.

No charge was placed against Holt, officers said.

Wriefs and Son Mortuary is in charge of funeral arrangements for Miss Gayne.

The Desert Sun and PALM SPRINGS NEWS

The Desert Sun — Established 1927

Palm Springs News — Established 1935

CONSOLIDATED DEC. 1, 1952

Vol. XXVIII, No. 26, Thurs., Nov. 18, 1954

Published Mondays and Thursdays — except during June, July, August, then on Thursdays only — at Palm Springs, California, by Palm Springs Publishing Co., 174 North Palm Canyon Drive, (The Center) — Palm Springs, California.

PHONE 2249
OLIVER B. JAYNES
Editor and Publisher
WARD J. RISVOLD
General Manager
R. F. Graetinger — Exec. Editor

William Rashall — Promotion Mgr.
Entered the post office at Palm Springs, Calif., August 3, 1927, under the Act of Congress of March 3, 1879.
10c per copy; \$6.00 per year by mail in Riverside County; \$7.00 per year by mail elsewhere in U. S. Foreign postage extra.
Palm Springs Publishing Co. will not be responsible for unsolicited manuscripts or photos left with or mailed to The Desert Sun or Palm Springs News.

MEMBER
California Newspaper Publishers Ass'n
National Editorial Association
Palm Springs Chamber of Commerce
Address all communications to:
PALM SPRINGS PUBLISHING CO.
P. O. BOX 100
PALM SPRINGS, CALIFORNIA

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NOW SHOWING
Shows at 7:00 and 9:05
Feature 7:35 and 9:30

M-G-M's
MUSICAL
WITH
YOUNG
IDEAS!
IN GAY
COLOR!
ATHENA

"THE NATURE GIRL"
JANE POWELL
EDMUND PURDOM
DEBBIE REYNOLDS
VIC DAMONE
LOUIS CALHERN
AN M-G-M PICTURE

Starts Wed. — Nov. 24
"SABRINA"

Coordinators to Start New Year Tomorrow Noon

Review of accomplishments of city council and city government for the past year and an outline of current and future plans for the Village will be discussed at The Desert Inn at a luncheon tomorrow, Friday, at 12:15 p.m. It will mark the first meeting of the new season of the Mayor's Coordinating Council.

Heads of various city organizations, councilmen and directors of the Chamber of Commerce have been invited to attend and join the discussions. Mayor Florian Boyd will preside and Xavier Lucius, Chamber of Commerce manager, will act as secretary for the council.

From Page 1—MORE ABOUT

CAMERON

eration. A recreation center.

AND MANY OTHER suggestions along that line which any one who has pride in what Palm Springs should have.

For the information of those who plan to enter the contest, nine different surveys are now under way. William Cody, Village architect, is presently drawing up preliminary architectural plans.

You may be the winner if you will just sit down right now and enter this contest.

It may mean an all-expense Summer vacation for you. The cost of that new wardrobe for yourself or the wife. A trip to anywhere or your own particular Shangri-la.

All contest letters should be addressed to:

1000 Silver Dollar Contest, Post Office Box 190, c/o The Desert Sun, Palm Springs.

All inquiries with reference to Cameron Center can be obtained by calling Russell Wade, general manager of Cameron Center, 850 South Palm Canyon drive or telephone 2855.

VILLAGE PALM SPRINGS
PHONE 4384
Doors open nightly at 6:45

Thursday, Friday, Saturday
November 18-19-20

JACK WEBB
is SGT. JOE FRIDAY in the first feature-length production of

"DRAGNET"
WARNERCOLOR
Shows at 7:00 and 9:05
Feature 7:35 and 9:40

Sunday Nov. 21
Continuous from 1:30

BERGEL BRIGADE
Technicolor
ROCK HUDSON-ARLENE DAHL-URSULA THIES
— also —
Tarin Thatcher Arnold Moss Daniel O'Hertyly
A UNIVERSAL INTERNATIONAL PICTURE

DAWN AT SOCORRO
Technicolor
RORY CALHOUN-PIPER LAURIE
— also —
DAVID BUCHANAN-KATHLEEN HUGHES-ALEX HICCO
A UNIVERSAL INTERNATIONAL PICTURE

Starts Wed. — Nov. 24
"DESIREE"

Attack on City's Picketing Law to be Aired Nov. 26

Oral arguments in the suit seeking to declare the city's ordinance regulating picketing unconstitutional will be heard by Judge Hilton McCabe in superior court in Indio on Friday, November 26.

It is possible though that the case will be assigned a future court date at that time.

City Attorney Jerry Bunker is scheduled to appear in court today, the legal deadline, on behalf of the city and the office of chief of police.

The suit was filed by representatives of the Sales Drivers and Dairy Employees Union, Local 166, and the Culinary Workers and Bartenders Union, Local 535.

Fox Theatre Banning

PHONE 3714
Saturday & Sunday — 1:45
Open Every Evening—6:45

Sunday, Monday, Tuesday
November 21-22-23
ERROL FLYNN
Crossed Swords

— and —
EDMUND O'BRIEN
Shield for Murder

Wed., Thurs., Fri., Sat.
November 24-25-26-27
CLIFTON WEBB
Woman's World

— and —
Paulette Goddard
The Unholy Four

Sunday, Monday, Tuesday
November 28-29-30
JOHN WAYNE
Reap the Wild Wind

— and —
ALAN LADD
Appointment for Danger

Starting
Dec. 1 thru Sat., Dec. 4
HUMPHREY BOGART and
AUDREY HEPBURN in
"SABRINA"
— and —
CORNELL WILDE in
"PASSION"

Chi-Chi Starlite Room

NOW APPEARING

Allan Cross
and
Henry Dunn

America's Greatest Song Stylists
Direct from the Chez Paree, Chicago

DANII and GENII PRIOR

Great Young Musical Comedy Team
Direct from the Sands Hotel,
Las Vegas

LOTTIE BRUNN

World's Greatest Girl Juggler
Direct from Desert Inn, Las Vegas

★ ★ ★
Dancing to

BILL ALEXANDER
and His Orchestra

★ ★ ★
Reservations

PHONE 7391 or 5133

\$45,000 Permit Issued for New Post Office Building

Building boomed in Palm Springs and the surrounding area in the past few days.

Issuance of a permit to Harold Hicks for the construction of a new post office building at 811 North Palm Canyon drive topped the week's activity. The permit was for \$45,000. W. R. Groshan is the contractor.

IN ADDITION, permits were issued for ten dwellings, a \$30,000 apartment building, two swimming pools and additions, alterations and sprinkler systems.

In addition to the activity within the city limits two dwellings were begun in the Palm Springs area, one at Thunderbird for J. Tom Jendins, to cost \$26,297 with Mhoon and Mhoon as the contractors.

CITY DEPARTMENT of building permits, totalling \$360,845, went to:

George Boze, 665 Paseo De Anza, dwelling, \$10,000.
Louise Burkett, 1560 North Palm Canyon, hotel addition, \$6,000.
Robert Higgins, 1449 Via Salida, dwelling, \$23,000.
Ted Kahn, 364 Camino Real, apartment, \$54,000.
W. A. Long, 4445 Calle Carlos, addition, \$3,000.
Mayfair Packing company, 972 North Riverside drive, pool, \$5,000.
Jack Meiselman, 2221 Park drive, Thor Frederickson, dwelling, \$14,000.
Jack Meiselman, 853 Paseo El Mirador, Thor Frederickson, dwelling, \$18,000.
Jack Meiselman, 646 El Cielo road, Ryan & Ryan, dwelling, \$9,000.
Arthur Press, 820 San Lucas, dwelling, \$12,000.
George Simon, 262 East Ceritos, swimming pool, \$4,000.
Col. and Mrs. Banning, 333 Crestview drive, Panorama building, dwelling, \$20,000.
Conrad Becker, 825 Chia road, Sprinklers Inc., sprinkler system, \$300.
A. Belden Crist, 540-548

enzo road, Libotts Pool, pool, \$5,000.
A. C. Malone, 418 Via Colusa, R. R. Busch, garage, \$1,000.
T. T. McCarthy, 2191 Park drive, Sprinklers Inc., sprinkler system, \$195.
Dr. McCracken, 379 China drive, Sprinklers Inc., sprinkler system, \$800.
Mr. and Mrs. Charles McFarland, 1347 Paseo de Marcia, dwelling, \$16,000.
P. A. Metz, 1546 North Palm Canyon, alteration, \$1,000.
William Morgan, 1230 Via Monte Vista, R. C. Higgins, addition, \$3,000.

Joseph Pawling, 1055 Olive Way, dwelling, \$21,000.
Sahara Park Corp., 1955 Camino Real, Cabana, \$2,400.
Mr. and Mrs. Joel Stone, 754 San Lorenzo road, Charles Chamberlain, addition, \$3,000.
Paul Tarr, 4117 Sunny Dunes, addition, \$100.
U.S. Post Office (Harold Hicks), 811 North Palm Canyon, W. R. Groshan, commercial, \$45,000.

COUNTY PERMITS went to:
L. Swingle, Palm Desert, addition, \$130.
J. Tom Jendins, Thunderbird, \$26,297.
A. Ronald Button, Rancho Mirage, Adrian Schwick, dwelling, \$7,744.
J. G. Dyer, Thunderbird, addition, \$4,708.
Milton A. Hoffman, La Quinta, addition, \$320.

Valentino Adds Cathedral City to Area of Service

Cathedral City chamber of commerce this week adopted a resolution favoring protection of that community's establishments by the Charles Valentino Detective Agency.

Valentino appeared before the organization last week and outlined his services.

This week he received a letter

from the chamber, signed by Warner S. Moon, secretary, in which his offer was accepted.

Valentino is now contacting business houses in Cathedral City explaining his protection service and signing up clients.

He plans to establish a prowler car in the Cathedral area if a survey reveals sufficient support.

The Desert Sun—3^o
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Carnation Corner



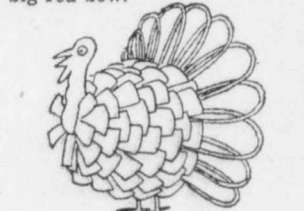
"Let's have a party!" people are phoning every day this pleasant holiday season. Bridge parties, school parties, dinner parties—and "just fun parties," for no reason at all!



Number one on my party parade is Carnation Holiday Treat Ice Cream. It's so perfect for this time of year... filled, as it is, with all sorts of tiny goodies like crisp, juicy nut meats, fresh-frozen peaches, cinnamon, nutmeg, citron, orange peel, candied lemon peel and pineapple. All mixed together in creamy Carnation Vanilla Ice Cream!

Just For Fun

CREATE a "time for a party" clock-centerpiece from one of your round hatboxes. Cut box to 4 inches high all around. Paste on lid. Paint sides and top with white poster paint. Use black ink and a wide pen (or small brush) for numerals and clock hands. Top off with a big red bow.



MAKE turkey gobblers out of pine cones. Fasten pipe cleaners to large end of cone for feet and tail feathers. Place a red paper turkey head on smaller end. Make several. Have them strutting all over your holiday dinner table. Or insert small cards on top and use for place cards.

MOLD cranberry turkeys in a jiffy. Chill canned cranberry sauce, remove from can, cut into slices one-quarter inch thick. Use cookie cutters to cut slices into turkeys, stars, and other festive shapes.



With the holiday season just around the corner, fill bowls throughout your house with small, sparkling Christmas tree ornaments. They'll make every room look bright and festive till New Year's!

Carnation Holiday Treat Ice Cream is a lavish dessert you can be proud to serve all by itself. But if you really want to go "all out" for a party dessert, try Holiday Treat Ice Cream like this:

GINGERBREAD A LA MODE: serve warm, spicy gingerbread topped with Carnation Holiday Treat Ice Cream.

HONEY NUT SUNDAY: spoon honey over scoops of Holiday Treat Ice Cream, and top with toasted almonds. Delicious!



ECLAIRS A LA MODE: split eclairs in half lengthwise. Fill bottom half with Holiday Treat Ice Cream. Cover with top of éclair, then decorate with fresh-frozen pineapple and whipped cream.

How did folks manage to entertain one another B. T. (before television)? Hay rides, square dancing, community singing, charades, and treasure hunts are still fun. And so is plain old-fashioned conversation!

DO PLAY HOSTESS often with Carnation Holiday Treat Ice Cream. Its rich, spicy flavor will delight your friends and you. It's the Treat-of-the-Month children love, too!

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

SAFEWAY



Get set for the Big Feast...

with good eating guaranteed by SAFEWAY!

Whether you are planning an elegant buffet spread or a traditional family-at-the-table dinner, the big day is less than a shopping week away! Busy women everywhere are planning table needs, checking menus, looking forward to a plump, done-to-a-turn turkey with all the fixings! Safeway has everything for a truly glamorous feast at a surprisingly low cost. Begin shopping now! Get set for the Big Feast.

PITTED OLIVES
Ebony Brand. 7 1/2-oz. can **25¢**
Large Ripe.

CRANBERRY SAUCE
Ocean Spray. 16-oz. can **20¢**
Whole or strained.
(Strained, 6 1/2-oz., 2 cans 19¢.)

SWEET PICKLES
Del Monte Brand. 24-oz. bottle **45¢**
Firm and Crisp.

ROASTER PERFECT TURKEYS!

It's Thanksgiving... a time to demand the finest eating turkey possible to buy! At Safeway one kind of turkey is sold... a turkey that will cook to a golden-brown, tender, juicy, flavorful... rich with fragrant aroma. Safeway turkeys have passed a rigid government inspection and is of Grade A quality.

Eviscerated Chickens, Ducklings, Geese, also available at Safeway

FRESH EGGS LARGE SIZE, GRADE AA **53¢**
CREAM O' THE CROP dozen

JELL WELL GELATIN DESSERTS. Assorted Flavors. 3-oz. pkg. **5¢**

SALAD DRESSING MIRACLE WHIP qt. **52¢**

PEANUT BUTTER BEVERLY Creamy or Chunky. 20-oz. jar **49¢**

SUGAR GRANULATED Table Sugar. 5-lb. bag **49¢** 10-lb. bag **98¢**

LIBBY PUMPKIN
2 16-oz. cans **19¢** 29-oz. cans **13¢**

HOLIDAY fruit cakes
3-lb. Ring **1.49** 21-oz. Ring **79¢**

Fruit Cake Curtis Sliced 14-oz. bar **79¢**

MRS. WRIGHTS BREAD
Wheat or enriched white, sliced.
standard loaf **18¢** large std. loaf **26¢**
(Large standard sandwich loaf, 25¢.)
Buy extra loaves to hold for stuffing.

COFFEE VALUES

AIRWAY COFFEE 1-lb. bag **95¢**
Mild Blend of finest coffees.

NOB HILL COFFEE 1-lb. bag **97¢**
Top's in Quality! Grind it at store.

CANTERBURY TEA
Pekoe & orange pekoe blend
48-bag pkgs. **47¢** 16-bag pkgs. **17¢**

PANCAKE-WAFFLE
or
BUCKWHEAT MIX
Suzanna Brand
20-oz. pkg. **15¢** 40-oz. pkg. **29¢**

SLEEPY HOLLOW SYRUP
Blend of sugar and pure maple sugar.
12-oz. bottle **25¢** 24-oz. bottle **47¢**

LONG TYPE BABY WALNUTS 1-lb. cello bag **25¢**

FLUFF-I-EST MARSHMALLOWS 1-lb. poly bag **25¢**

KITCHEN CRAFT FLOUR 5-lb. bag **55¢** 10-lb. bag **1.05**

DUTCH MILL CHEESE AMERICAN STYLE. 2-lb. loaf **98¢**

SUNNYBANK MARGARINE Golden Cubes. 1-lb. carton **29¢**

SILK TOILET TISSUE Better buy several rolls at this price! 25-ft. roll **6¢**

ALUMINUM FOIL REYNOLDS or WEAVER. For many household uses. 25-ft. roll **25¢**

U.S.D.A. CHOICE CHUCK ROAST

Cut from shoulder of USDA CHOICE BEEF, aged to peak of tenderness and flavor. Trimmed before weighing.

Round Bone Cut, lb. **47¢** SEVEN BONE or BLADE CUT, lb. **37¢**

BOILING BEEF PLATE MEAT USDA CHOICE lb. **9¢**

SHORT RIBS To bake or braise. USDA Choice Beef. lb. **19¢**

CORNEED BEEF Boneless Brisket With Mild Cure. lb. **49¢**

GREEN SHRIMP Captain's Choice. 12-oz. pkg. **59¢**

SLICED BACON

SWIFT'S Premium or RATH'S Black Hawk 1-lb. pkg. **61¢**

DUBUQUE 1-lb. pkg. **53¢**
Grade A

MORRELL'S 1-lb. pkg. **49¢**
Yorkshire

More Value Savers

Montrose Butter First Quality 1-lb. 74¢

Preserves Empress 20-oz. jar **39¢**
Strawberry

Sliced Apples Lakemead 20-oz. can **23¢**
Brand

Highway Apricots Std. Hvs. 29-oz. can **29¢**
Unpeeled

Cul Green Beans Highway 16-oz. can **15¢**
Brand

Golden Corn Del Monte 17-oz. can **16¢**
Cream Style

Sugar Belle Peas 17-oz. can **17¢**

Golden Yams Royal Prince 17-oz. can **25¢**

Shortening Royal 3-lb. can **85¢**
Satin

Poultry Seasoning Crown 1 1/2-oz. can **15¢**
Colony

Pumpkin Spice Crown 2-oz. can **15¢**
Colony

Table Salt Sno White 26-oz. pkg. **10¢**
Iodized or Plain

Zee Paper Towels ea. roll **18¢** Plus Tax

Bel-air Premium Quality. FROZEN FOODS

ORANGE JUICE 2 6-oz. cans **29¢**
(12-oz. can, 27¢.)

GRAPEFRUIT JUICE Rich in Vitamin C 2 6-oz. cans **25¢**

BLENDED JUICE 2 6-oz. cans **25¢**
Orange Grapefruit

FIDELIS WINES
Enjoy fine wine with good food.

MUSCATEL PORT SHERRY TOKAY
5th gal. **55¢** half gal. **1.37**

Wine is offered only in licensed Safeways. Taxes are additional.

BUTTERMILK
Lucerne. Churned, cultured.
quart **15¢** half gallon **28¢**
Prices in local milk mktg area

WESSON SALAD OIL
Delicious for Salads or Frying. pint bottle **35¢**

DUNCAN HINES CAKE MIX
Devils food, white, 19-oz. pkg. **31¢**
yellow, or spice.

NAVEL ORANGES

Crammed full of juice. Sweet, seedless with easy-to-peel skins. lb. **10¢**

GRAPEFRUIT ARIZONA SWEET 8 lb. mesh bag **39¢**

GOLDEN CORN Sweet, tender fresh-picked. ear **5¢**

CRANBERRIES 2 1-lb. pkg. **35¢**

RED YAMS Medium size. Delicious candied. 2 lbs. **15¢**

PRICES EFFECTIVE THURS., FRI., SAT., NOVEMBER 18, 19, 20, 1954, AT SAFEWAY STORES IN THIS AREA.

SAFEWAY

DIRECTORY

Palm Springs and Desert Area Real Estate Firms

PALM SPRINGS Phone

APPLEBAUM, DAVID 5555
328 S. Indian Ave.

BOGGESS, Incorporated 2971
Peathouse 31, The Plaza

DAVIS, JOHN C. 3673
1059 N. Palm Canyon Dr.

FOSTER, HERBERT H. 3555
101 N. Palm Canyon Dr.

FULTON, MURIEL E. 2225
119 S. Palm Canyon Dr.

GANNON REALTY CO. 2772
711 N. Palm Canyon Dr.

HAMMOND, JAMES 5373
875 N. Palm Canyon Dr.

HARRY REID and
RUSSELL WADE 2855
850 S. Palm Canyon Dr.

HASKELL, JOHN & CO. 2564
456 N. Belardo Rd.

HICKS, HAROLD J. 2736
813 N. Palm Canyon Dr.

ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.

JAMES, MARTHA 2751
445 N. Palm Canyon Dr.

KOTY FRED F. 5450 or 4620
1404 N. Palm Canyon Dr.

JOHNSON, GENE W. and
MILLER, RAY 3722
596 S. Indian Ave.

MATTHEWS, CHAS. J. 6821
MILLER, FRANK W. 2929
428 N. Palm Canyon Dr.

MUNHOLLAND & CO. 3673
1059 N. Palm Canyon Dr.

NELSON, AMY 4627
2777 N. Palm Canyon Dr.

NATHANSON, JERRY 5234
482 N. Palm Canyon Dr.

PALM VALLEY REALTY CO. 2581
431 N. Palm Canyon Dr.

NICHOLS, CULVER 2182
861 N. Palm Canyon Dr.

RAY, TERRY 2064 or 3103
773 N. Palm Canyon Dr.

ROCKS, MADGE O. 2992
278 S. Palm Canyon Dr.

SHEPTENKO, PETER B. 2727
The Pioneer Realty Co.
475 N. Palm Canyon Dr.

VENGER, LOUIS 6060 or 5596
3775 N. Indian, P.O. 1447

WEINSTEIN, RALPH 2884
256 1/2 S. Palm Canyon Dr.

WILLIAMS, JOHN W. 3311
423 N. Palm Canyon Dr.

WRIGHT, BILLY 5727
1063 N. Palm Canyon Dr.

CATHEDRAL CITY

BILES, RUTH 8-4371
36 Glenn Street

HILLERY, WILLARD R. 8-3417

JORGENSEN, E. M. 8-3401
68-574 Broadway

SHERRILL, R. H. "Bob" 8-3543
707 and 713 "D" St.

COACHELLA

RALPH L. STEPHENS CO.
Hiway 111 and Hill Dr. 8-5205

PALM DESERT

EDITH EDDY WARD 76-3431
Palm Desert

ELLSWORTH, BOB 76-3741
P.O. Box 281

RANCHO MIRAGE

EWART, ESTELLA C 8-4203
TAMARISK C. C. AREA

PALM VALLEY REALTY CO.
Wonder Palms Rd and
Hiway 11 8-3481

THOUSAND PALMS

CORNELIUS, HAL 393

THUNDERBIRD AREA

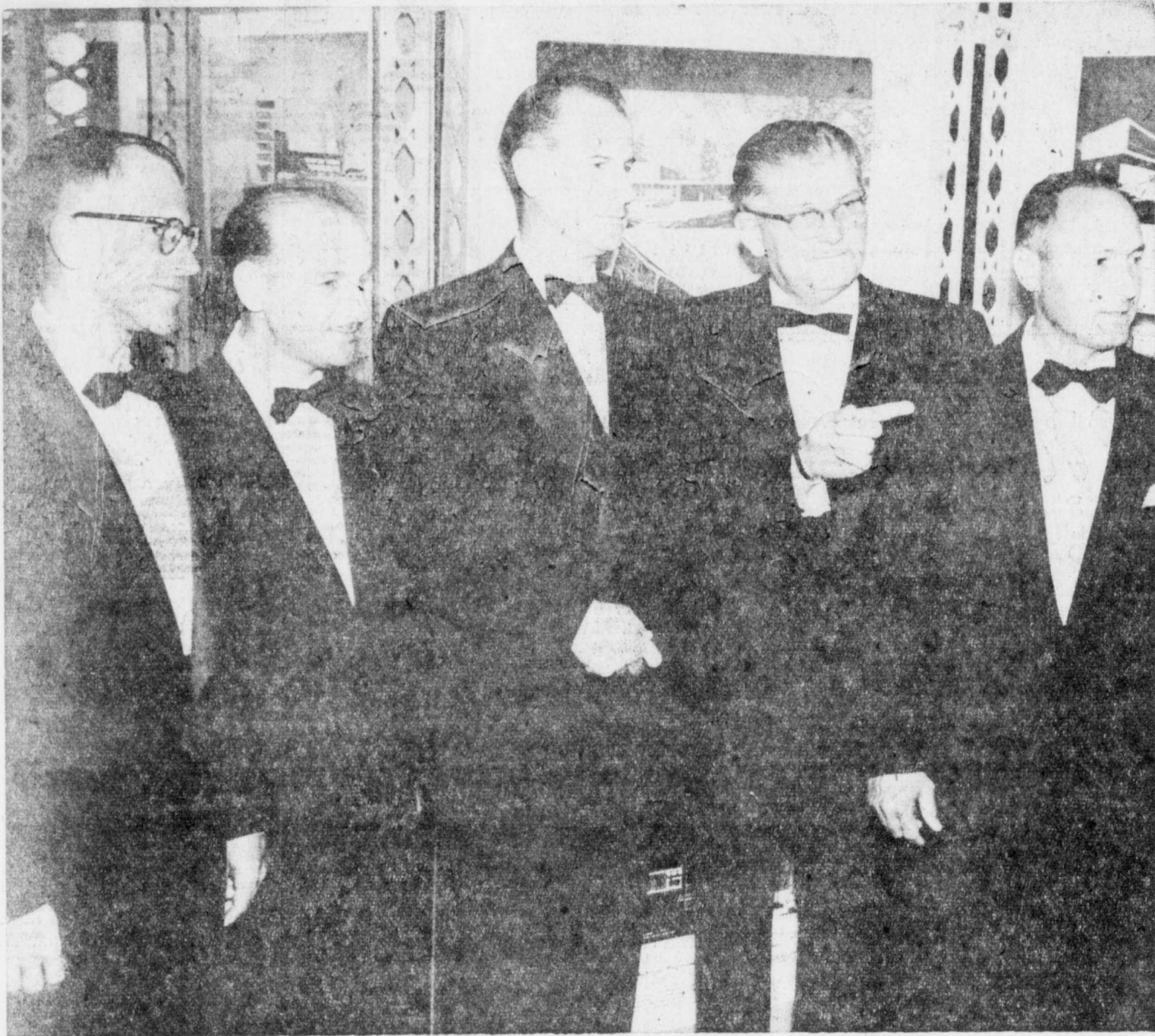
BURKE, TONY 8-5432
70065 Hwy 111, 1/2 mile
west of Thunderbird C.C.

Air Conditioned

350 So. Palm Canyon Drive . . .

STORE HOURS

Mon. thru Sat. 9 a. m. to 8 p. m.
Sunday 9 a. m. to 6 p. m.



PALM SPRINGS architectural firm of Williams, Williams and Williams and the Jewish Community Center were honored at an awards dinner by the Southern California Chapter of the American Institute of Architects at the Ambassador hotel in

Los Angeles last week. The award was for the firm's design of the Center. Present at the dinner were, left to right, above, Roger Williams, Leo Baker, building chairman, Stuart Williams, Connie Bakker, builder, and Stan Rosin, first president of the Center.



EULA MAE JETT, founder of Legal Secretaries association of America, was honored at a luncheon given by that organization at Oasis hotel. Pictured is Miss Jett, left, with Judge Hilton McCabe of Palm Springs, and Gayle Shirley, president of the Riverside Branch of the Legal Secretaries. Miss Jett, of Long Beach, formed the club over 25 years ago, and it has grown into a national organization.



DESERT INN'S beautiful dining room had an almost Thanksgiving atmosphere for its Saturday night dinner dance. Among the many diners was this family group, Mr. and Mrs. Bill Bannerman and their daughter Terry, who were down for a week's vacation at their Palm Springs home.

Christmas

Merchants to Talk
Plans on Tuesday

Retail Merchants Committee of the Palm Springs Chamber of Commerce will discuss

Christmas promotion plans at a breakfast meeting at 8 a.m. Tuesday, at the Chi Chi.

All members and guests of members are invited to attend. Adrian Rosen, chairman, will preside, and Robert McKenzie will outline the proposed promotion.

WANTS BETTER VIEW

Malicious mischief, breaking of a hole in an apartment wall, was reported to police Friday by Mrs. Walter Freund.

Adrian Rosen, chairman, will preside, and Robert McKenzie will outline the proposed promotion.

NO DOWN PAYMENT EASY MONTHLY PAYMENTS!

This makes it easy to protect your home with CYCLONE FENCE

Cyclone is a quality fence, made of heavy, galvanized steel. Lasts longer. Expert erection service. Send for illustrated booklet. Just phone and say "Please mail me the free booklet that tells how I can fence my home."

Tel Riverside 2561
207 A. M. Lewis Bldg.
Riverside, California

'Thankful Heart' Subject Sunday of Dr. Blackstone

Sunday morning Dr. James H. Blackstone, pastor, will speak on the theme, "A Thankful Heart" at both morning worship services 9:30 and 11. There is a nursery provided for the care of young people from 9:15 to 12:15.

Sunday school begins at 9:30 and there are classes for all age groups. The Adult classes are combined and meet in the church parlors with the Rev. Deran Yaylian as the teacher.

The Sunday evening service will begin at 7:30. This promises to be one of the most outstanding pictures pertinent to the subject of the formation of the Bible. This is the first picture in a series on the formation of the English Bible put out by the American Bible Society. Special music will be provided by the Junior Choir.

The High School Christian Endeavor will meet at 6 p.m. and will have an International student from India. The Junior High group will meet at 6:15 in the Youth Chapel with Dr. and Mrs. Blackstone in charge.

Christian Science Telecast on Sunday

The Christian Science church will present the "Light of Faith" program telecast by Station KNXT, Sunday, November 21, at 9:30 a.m.

The program will stress the spiritual values which underlie our national observance of Thanksgiving Day, and will bear the title "Thanksgiving." Assisting will be Anne Higgins, soloist, and Wesley B. Tourtelotte, organist.

RELIGIOUS Science services will be conducted Sunday night at the Youth Center by the Rev. Douglas Bintliff of Fontana at 8:15. These services are held at the Center each Sunday night.

BLANKET STOLEN

Theft of a blanket and pillow valued at \$8 was reported to Wednesday by Mrs. F. M. Fuller, 426 East Amado road.

Lutheran Services

at
Youth Center

386 N. Belardo Road
Every Sunday at 8:30 A.M.
Rev. Paul A. Hildendorf, Jr.
Tune in C.V. Lutheran Hour
7:30 A.M. — Mon. thru Fri.
Station KCHV—970

Desert Toy Shop

The new & different in toys
The popular standard
things too.

Why not use our
Christmas Layaway Plan
194 S. Palm Canyon Dr.

Church Aids in Shipping Food to Needy in Korea

Cathedral City Community church is again sending a consignment of good used garments to Korea for relief there, through the Friends Service committee. It is devoting the plate-offering on Thanksgiving Day at 10 a.m. to Church World Service's plan to ship abroad stored food made available by the U.S. government. Stored food, paid for by the taxpayers, is now ready for shipment if givers will pay for the ocean freight, up to \$300 million worth. This is said to be only one-thirtieth of the food in storage, and should be sent before it spoils.

The Women's Auxiliary's annual bazaar, food, gift, and "white elephant" sale will be held tomorrow. The Rev. John C. Ables of La Jolla, former pastor of the church, is allowing the use of the former Desert Art Center, Broadway, for the bazaar.

At the church service Sunday at 11 a.m., Dr. Graham Hunter will speak on "The Outreaching God." In the afternoon three choirs have their rehearsals at 4, 5 and 6 p.m. respectively.

READ SUN
CLASSIFIED ADS

New Enlarged Episcopal Church Ready Next Month

St. Paul's in the Desert Episcopal church will, as in years past, collect staple foods from now until Thanksgiving Day. Following Thanksgiving Day these foods will be taken to the Episcopal Church Home for Children in Pasadena. During the past few years the offering

Sins of Churches Topic Saturday of Pastor Smith

"What God Says About the Sins of the Churches" will be the subject of Pastor D. Kenneth Smith Saturday at the 11 a.m. worship service of the Palm Springs Seventh-day Adventist church. This will mark the close of the Annual Week of Prayer, observed by Seventh-day Adventist churches around the world. A special Week of Prayer and Sacrifice offering will be received in this service.

Pastor Smith announced the beginning of a new class, called the Christian Instruction Class. This group will meet at 10 a.m. for one-half hour. It will be an informal study of the fundamental teachings of the Bible, with instruction on how to read and study the Bible, and how to receive help in daily living from a study of the Bible. Pastor Smith, who will be the teacher, said.

from St. Paul's has been increasing and these contributions along with the gifts from Episcopal churches all over southern California make the financing of the Children's Church Home a much easier thing. The food may be brought by both children and adults to any church service through Thanksgiving Day or may be left at the rector's study, any week day.

The coming Sunday, Holy Communion will be celebrated at 8 a.m. and also celebrated as an explained Eucharist at the family service at 9:30 a.m. Morning prayer and sermon will mark the 11 a.m. service. On Thanksgiving Day, Holy Communion will be celebrated at 10 a.m.

The rector announced this past week that services will resume in the enlarged church

'Greatest Romance'

Topic at Temple Isaiah

Inaugurating the celebration of Jewish Book Month which this year runs from November 19 to December 19 Rabbi Leon W. Rosenberg has announced his sermon topic for tomorrow evening at 8:15 p.m. at Temple Isaiah, 332 West Alejo road, as "The Earth's Greatest Romance."

The Adult Institute of Jewish Studies under the auspices of the Jewish Community Center will resume its weekly classes Monday at 8 p.m.

The Desert Sun—4th
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

on the first Sunday in December. Special contributions which are still being received toward the building fund will, it is hoped, enable the contractor to finish all the new pews for the new section of the church. The seating capacity will be increased from 100 to approximately 300 people.

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS
A Branch of the Mother Church, The First Church of Christ, Scientist, in Boston Mass.

Sunday Service, 11 a.m.
Wednesday meetings 8 p.m.
(Women's Clubhouse)
Sunday School, 9:15 a.m.

271 Ocotillo Avenue
You are invited to attend service, and to use the Reading Room, located in The Center.

EL MIRADOR
Finnish Bath
Open to the Public
Rock Steam Baths
and Swedish Massage
only \$6.00
Men & Women Departments
FRED LEEMANS
PHONE 2044
El Mirador Hotel

Mayfair
SUPER MARKETS

Specials for Thanksgiving
Good through Saturday, Nov. 27

Torino, California
CHAMPAGNE
Choice of Brut, Pink, or Sparkling Burgundy **\$1.79** 5th

Du Pas, Genuine, Imported
FRENCH COGNAC
Fine after dinner drink at low price **\$3.98** 5th

5 Year Old, Imported
FRENCH BRANDY
Manoir or Roulande **\$3.39** 5th
Fine for fruit cake

COLONEL'S CHOICE
STRAIGHT
Kentucky Bonded Bourbon
A genuine sour mash whiskey distilled and bottled in Kentucky
\$3.69 5th

BALZAC, IMPORTED
Green Creme de Menthe
Fancy gift bottle... While initial amount lasts... Buy now for Christmas, \$3.98 value! **\$2.49** 5th

ZAROFSKY VODKA
Distilled from 100% natural grain spirits
80 Proof **\$2.67** Fifth

Clinton County, 7 Year Old
STRAIGHT BOURBON
86 Proof Makes a good highball **\$3.19** Fifth

Mayfair Market

Liquor Specials

JEAN LA GASSE, IMPORTED
French Bordeaux Wine
Choice of White or Red Excellent to serve with your Thanksgiving dinner **99¢** Fifth

Moulin Rouge, Imported
Vin Rose Fine Rose Wine **98¢** Fifth

Lido Club, California
BURGUNDY
An excellent value in a good dinner wine. Rich, red color. Dry to taste.
FULL GALLON **99¢**

HOFFMAN HOUSE
Kentucky Straight Bourbon
BOTTLED IN BOND

Mayfair's premium bond, for those who prefer a superior whiskey.
7 Years Old 100 Proof **\$3.98** Fifth
\$4.98 Value

PARK AVENUE
Distilled, London
DRY GIN
85 Proof **\$2.67** Fifth

Blended and Bottled in Scotland
Caldwells' Perfection Scotch Whisky
Equal to the Scotches selling for more than \$6.00 **\$4.49** Fifth

444 N. Palm Canyon Dr. Palm Springs

Long Stretch of Freeway Now in Use

Driving Time to
Los Angeles Cut
by New Highway

Villagers and Winter visitors
found Los Angeles much closer
to Palm Springs this week as a
new 13.4 mile stretch of Free-
way was opened in the Ontario-
Upland area and in Pomona.

The new link in the Ramona
Freeway, built at a cost of \$11-
950,000, takes heavy through
traffic off the main business
streets of Ontario and Pomona,
eliminates intersections at a
grade from east of Ontario to
west of Pomona and provides
a four-lane divided highway
with room for two additional
lanes. It may be negotiated at
open-country speeds instead of
congested city-traffic stops.

THE NEW HIGHWAY starts
at the Archibald avenue cross-
ing of the present route, swings
north at the line between Onta-
rio and Upland, then due
west, curving south again after
passing through the northern
part of Pomona, rejoining the
present route and Kellogg Hills.
Ribbon-cutting ceremonies
marked the opening of the
Freeway as a caravan moved
west from Ontario International
Airport.

There are traffic interchanges
at all of the main north and
south streets in the area.

THE STRETCH is the longest
full freeway job opened at one
time by the state highway di-
vision.

In the meantime work is pro-
gressing on Ramona Freeway
from Rosemead boulevard east-
ward and at West Covina.

When fully completed, Ra-
mona Freeway will reduce
driving time from Palm Springs
and the desert to the metropol-
itan area by more than a third,
it has been estimated.

SPOTLIGHT BULBS STOLEN
Theft of two bulbs from spot-
lights in front of the office was
reported to police Monday by
Ransom Realty Corporation, 884
North Palm Canyon drive.

Any car will last your life-
time if you're careless enough.
—American Eagle.

**TODAY'S
USED
CAR
SPOTLIGHT
YOUR BUICK &
GMC TRUCK
DEALER**



Now is
your
time to
buy that
New 1954
Buick
with next
year's body
styling.
Big trade
allowances.

Reputation
Tradition
Count in
Used Car prices

**Desert Inn
Garage**

193 N. Palm Canyon
PHONE 4001
Palm Springs
FACTORY DELIVERY
SAVE \$372.00!

Mayfair
SUPER MARKETS

444 N. PALM CANYON DR.
Palm Springs

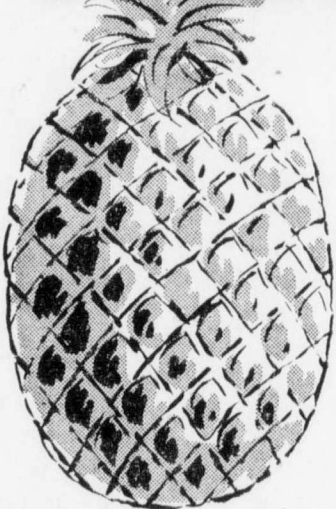
Advertised Prices Good

Thursday thru Sunday, November 18, 19, 20, 21
No Sales to Dealers Limit Rights Reserved

The New World Family
ENCYCLOPEDIA 89¢
Vol. No. 11 Now on Sale

WATCH FOR MAYFAIR'S
First of the Week Bargains
when you shop Mon.-Tues.-Wed.

FRESH PINEAPPLE



Luscious, golden-ripe pineapple, shipped di-
rect to Mayfair from Hawaii. It's sweet and
full of juice, with that real Hawaiian flavor
that can't be matched. Ideal to complement
your baked ham.

Delicious
for Salads
or Desserts.
Try Some
Tonight!

9 c lb.

Garden Fresh
CELERY Tender & Crispy **3** c lb.

Yellow, Thick Meat
BANANA SQUASH **2** c lb.

Extra Fancy, Sweet, Arizona
GRAPEFRUIT 8 -lb. mesh bag **39¢**

DELICATESSEN
LONGHORN CHEESE Creamy Mellow Flavor **45¢** lb.
Finest Quality, Fresh **LIVER SAUSAGE** **45¢** lb.
Ready to Bake **BORDEN'S BISCUITS** 2 8-oz. Pks. **23¢**

XTRA SPECIAL
TROPICAL GRAPE JAM 20-oz. **35¢**
or **JELLY**



SMUCKER'S
Strawberry Preserves
16-oz. Jar **53¢**

Imported Quail
FANCY
\$1.69 lb.

Buffer Brand
CHEEZ-FURTERS
8-oz. Pkg. **39¢**

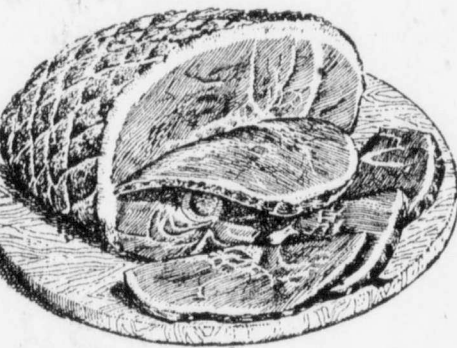
The Grand Old Drink of the South
SOUTHERN COMFORT
5th \$6.25 Pt. \$3.91 8-oz. \$2.05

Tiny, White Pearl
BOILING ONIONS
29¢ lb.

CRANBERRY SAUCE 15-oz. Can **18¢**
WATERMELON RIND 10-oz. Jar **27¢**
FRUIT COCKTAIL 29-oz. Can **33¢**
TOMATO SOUP 3 Reg. Cans **32¢**
KRISPY CRACKERS 1-lb. Pkg. **24¢**

SAVE 30¢
ON
SIMONIZ
NON-SCUFF
FLOOR WAX
GET FREE COUPON AT OUR STORE
Pt. 59¢; Qt. 98¢; 1/2 Gal. \$1.69

Baker's Cocoanut Southern Style 4-oz. Can **22¢**
Log Cabin Table Syrup 12-oz. Btl. **31¢**
Weston's Lemon Wafers 9 1/4-oz. Pkg. **39¢**
Renuxit Dry Cleaner 1-gal. \$1.79
My-T-Fine Puddings 3 Reg. Pkgs. **27¢**
Bell's Stuffing Mix 4-oz. Pkg. **20¢**
Aerowax No-Rub Wax 1-lb. Can **37¢**



Our Star is a HAM

... But oh, what a box office attraction! People all over California
look forward to our ham sales. They know a ham from Mayfair is
tops in quality, with the rich, hickory-smoked flavor that means
real taste satisfaction. And Mayfair gives you full halves, with
more meat on them, so you get greater value. Our price makes ham
a real economy buy! Try one this weekend!

FULL SHANK HALF

49 c lb.

Whole Ham or
Full Butt Half **55¢** lb.

Young, Tender, Grade A Caponette

ROASTING CHICKENS 4 to 5-lb. Avg. Wt. **69¢** lb.

Western **FRESH OYSTERS** 12-oz. Jar **45¢**

Thick, juicy, cut from the round
SWISS STEAK
Blue Ribbon
Choice Beef
69¢ lb.



MAYFRESH EGGS
LARGE
GRADE A
Dozen in Carton **45¢**
Large Grade AA **49¢**



Mayfair's Own, Sugar Cured
CORNERED BEEF BONELESS **49¢** lb.
Practical Brand, Hickory Smoked
SLICED BACON Heat Sealed 1-lb. Pkg. **49¢** lb.
Fresh, Sliced and Skinned
BEEF LIVER Young Tender **45¢** lb.

Tender, Juicy, U.S. Graded Beef
ROUND STEAK
or **RUMP ROAST**
GROUND BEEF BLUE RIBBON Choice Beef
MAYFAIR'S XTRA LEAN 3 lbs. **\$1.00** **69¢** lb.

Borden's Nonesuch
MINCEMEAT 28-oz. Jar **45¢**
Libby's Frozen Concentrated
ORANGE JUICE 2 6-oz. cans **29¢**
Rialto
TOMATOES 2 29-oz. Cans **29¢**
Libby's Frozen
CUT BROCCOLI 2 10-oz. Pkgs. **29¢**

Spice up Holidays
with grandma's
pumpkin pie!

Grandma's Pumpkin Pie
Prepare pastry for 1-crust, 9-in. pie using
your favorite shortening; chill. For filling:
1 1/4 c. canned pumpkin 1 tsp. cinnamon
1 tall can evaporated milk 1 tsp. nutmeg
2 eggs, beaten 1/2 tsp. ginger
1/2 c. brown sugar, firmly packed 1/4 tsp. ground cloves
1/4 c. granulated sugar 1/2 tsp. salt
Combine all ingredients; pour into chilled pastry shell. Bake in hot
oven (400° F.) 40 min. or until knife inserted near edge of pie comes out
clean. Cool on wire rack. Serve with whipped cream.

Libby's Solid Pack
PUMPKIN 29-oz. Can **13¢**

Ben Hur, Ground
CINNAMON 2-oz. Tin **23¢**
Ben Hur, Ground
NUTMEG 2-oz. Tin **25¢**
Ben Hur, Ground
GINGER 2-oz. Tin **26¢**
Ben Hur, Ground
CLOVES 2-oz. Tin **49¢**
Ben Hur Ground
Poultry Seasoning—1-oz. 12¢
Whoole Kernel, Golden
NIBLETS CORN 2 12-oz. cans **29¢**

Chicken of the Sea
CHUNK TUNA 6 1/2-oz. Can **31¢**
Wilson's
CHOPPED BEEF 12-oz. Can **37¢**
Gebhardt's
TAMALES 15 1/2-oz. Can **23¢**
Swift's Margarine
ALLSWEET 1-lb. Ctn. **27¢**

For Dishes LUX LIQUID 12-oz. Can 39¢ 22-oz. Can 69¢	Cloth Pack Deal BREEZE Lge. Pkg. 29¢ Giant Pkg. 61¢	10¢ Off on Package SURF Giant Size Reg. Price 59¢ Less 10¢ 49¢	New Detergent RINSO BLUE Lge. Pkg. 29¢ Giant Pkg. 60¢	All-Purpose Soap RINSO Lge. Pkg. 29¢	For All Fine Fabrics LUX FLAKES Lge. Pkg. 29¢ Giant Pkg. 59¢	For a Lovelier Skin LUX SOAP Regular Bath 3 for 23¢ 2 for 23¢
Old Fashioned V-B Applesauce 17-oz. Can 23¢	Exclusive Bargain! only \$3.79 with two labels from cans or jars of Ken-L-Ration 15¢	Cat Food PUSS 'N' BOOTS 3 8-oz. Cans 25¢	Swift's JEWEL OIL Pt. Bot. 33¢ Qt. Bot. 63¢	The Gentle Bleach PUREX Half Gallon 29¢	Liquid Starch ZIPPY Half Gallon 43¢	Health Soap LIFEBUOY Regular Bath 3 for 25¢ 2 for 25¢

DIVOTS from PALM SPRINGS By AVERY ALLEN

YOU KNOW, I think this desert does things to people . . . sorta straightens them out inside . . . maybe it's because they feel better here . . . maybe the air and sun and stars and space combine to make folks a little ashamed of the way they hustle a buck in the city. I don't know why, I guess, but I know it's for sure . . . give real jerks a couple of days here and you can borrow money from them . . . folks who don't know their next door neighbor in town have fun with strangers here.

Case in point . . . my new next door neighbor mowed my lawn twice before I knew his name . . . could that happen in Miami, Chi or NY City . . . it never did to me and I put in a lot of useless years in city existing . . . big desk . . . swish secretary . . . key to senior exec washroom, etc. . . but I could, on my right crusher, count the number of times anyone did real down-right friendly things for me . . . and here a guy mows my lawn before I've even said howdy . . . this is really something . . . I'd rather be on relief here than have a license to steal anywhere else.

OUT THUNDERBIRD way things were real big for the last several days. This being their first tournament of the season they really put it on . . . Scotch Mixsones (wonder what the barkeep would give you if you asked for that) Sunday day with cocktails same day come night . . . and then the gals punching it out together for the last three days in the Invitational . . . Ruth Manseau really knows how to put a show on the road . . . everything smooth and funfuf . . . makes me nervous to see some little doe that looks like a '55 model of Whistler's mother haul off and

belt that ball a farmer mile . . . didn't see any that couldn't give me shots . . . nice affair . . . no hair pulling . . . everyone full of happy.

THE INSIDE SCAM came through the pipe from O'Donnell on the Fort Knox Benefit last Wednesday . . . put on as you know by George H each week to see just who has the biggest percentage of larceny in their hearts . . . Bill Gargan, almost local boy, created a little ruffle on this last one by turning up with a 23 traveling handicap and shooting a little ole 81 . . . they're still running saliva tests on him . . . everyone has fun . . . makes a nice middle of the week clambake. They're still talking about Pat Martin's foursome of last year however . . . him, who with three idiots of 30, 26 and 24 handicaps turned in a net 49 . . . everybody got ruled off the course after that one . . . probably will win the all-time award for links larceny. Now hear this about Doc McBride . . . winner the third year straight in Riverside Co Med Association tourney . . . been played every year since 1898 . . . how about that . . . Doc was 3 down and 4 to go . . . came on like gangbusters to win . . . this sawbones is quite a golfer and vice versa.

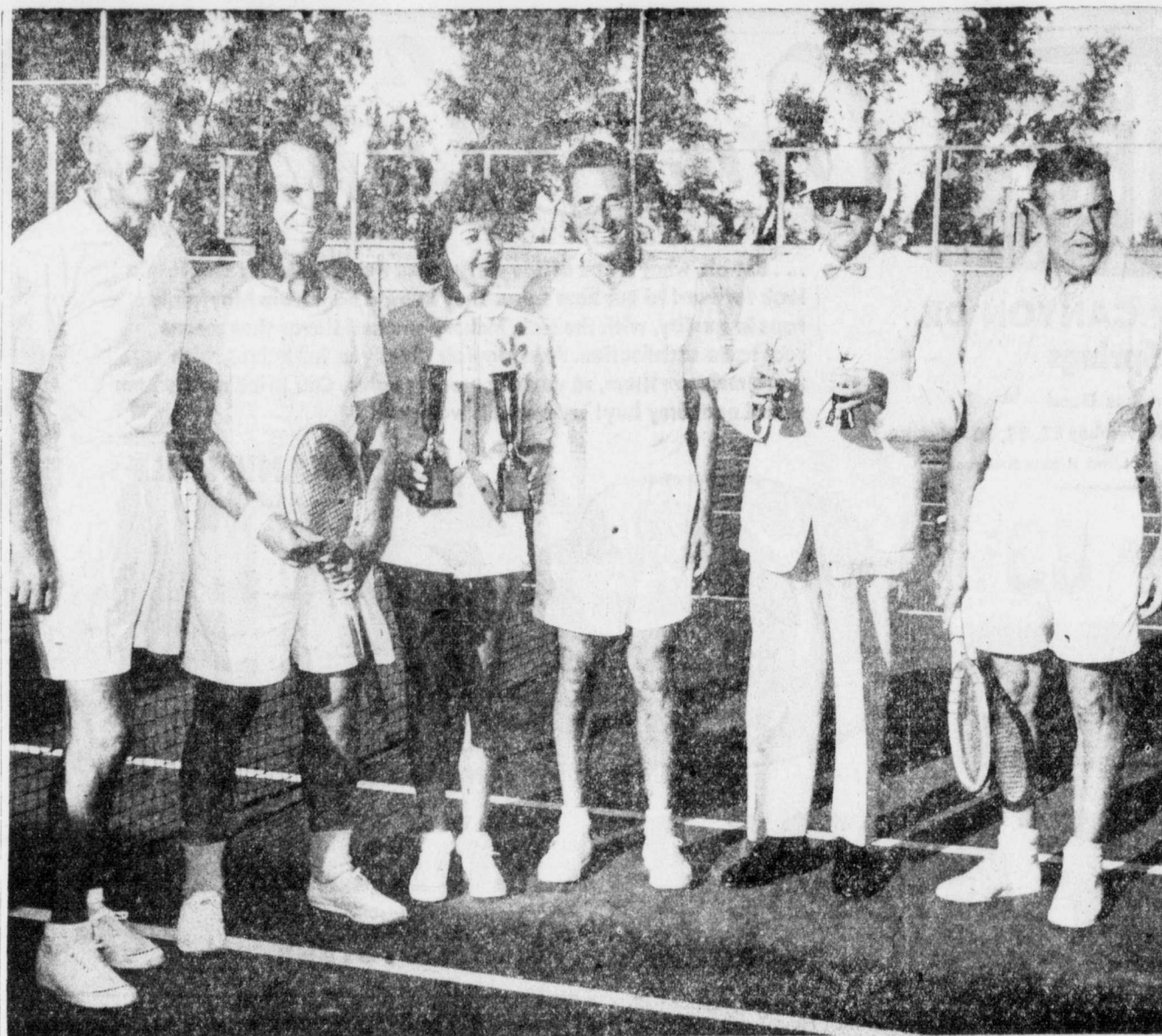
SOMETHING is in the wind at Tamarisk . . . can't quite seem to pin it down or on anybody . . . but when you see a bunch of Wall Street Canyon looking guys with store shoes on out in the desert pointing and making notes . . . somebody's got to have a mess on the stove. With the Club owning a big piece of sand adjacent to the golf course on which they have always threatened to build another 18, I pulled the trigger on the brass . . . I even offered to buy a drink which is a new high for a pencil pusher . . . all I got was silly grins . . . real silly . . . but no scoop. It wouldn't surprise me if I had guessed it though . . . when three or four of those wheels gather around they get up quite a head of steam . . . sometimes the sun even forgets to set over San Jac. If that's it, one day we'll have a 36 hole here . . . the few remaining souls in Florida will toss in the hombergers and move here . . . three a day non stops from NY . . . excursions from Alaska already . . . Just wouldn't that be a thing . . . and don't say I didn't tell you first. If it turns out I'm right I'll expect a delivery of Cutty Sark every morning for 6 months.

BY THE WAY where stands now the muni golf course . . . maybe the sun is in my eyes but I can't find the ball . . . what gives . . . who's doing what . . . is it on the stove or are we going to have a skyscraper . . . Hell . . . from where I sit (and I brought my own cushion) I think more folks would have more fun if we worked a little harder at living up to our rep as America's Winter Golf Capitol.

Squad Starts Play

Palm Valley School's high school basketball team will play its first game of the season Friday afternoon at Idyllwild, against the Desert Sun school's team.

Other games will be scheduled with schools in this area, as well as return contests with the Desert Sun school.



(Anderson Photo)
A. L. ZERBE and John Sisson, at left, were the winners in the doubles event of the Senior Tennis Tournament at the Racquet Club last weekend, but they lost a playoff of the doubles

championship of a recent Arrowhead tourney to Joe Ciano and J. E. "Eddie" Woodall, 6-3, 6-4. Pictured with Zerbe and Sisson are, left to right, Ida Lupino, Ciano, Perry T. Jones and Woodall.

Woodall Defeats Sisson in Annual Senior Tourney

Eddie Woodall of Los Angeles, seeded No. 2, defeated top-ranking John Sisson of San Marino to win his first victory over his arch foe and take the championship in the men's singles event of the second annual Senior Tennis Tournament at the Racquet Club last weekend.

Woodall previously had lost to Sisson in tourneys at Hotel Del Coronado, Arrowhead Hotel and Bakersfield. Scores in the championship match Sunday were 6-4, 6-4.

DOUBLES TITLE went by default to A. L. Zerbe and Sisson when Carl Busch of the semi-finalist team of himself and Joe Ciano suffered a torn ligament in his ankle.

Fans were treated to a doubles championship match though, as Zerbe and Sisson met Ciano and Woodall in a title playoff of a recent Arrowhead tournament. Ciano and Woodall won 6-3, 6-4.

IN THE CONSOLATION doubles event, Rusty Burbridge and Lou Miller defeated Sammy Sontag and Scotty Rubin 6-0, 6-1.

Prizes to winners were awarded by Mrs. William Powell, Ida Lupino, Mrs. Spencer Tracy and Charles Farrell. This was the first major tournament held at the Racquet Club this Fall season.

Two in a Day

Both Aces Made on Blind Fifth

Two holes-in-one within 15 minutes of each other was the rarity recorded at O'Donnell Golf Club Saturday, and to add to the 1000-in-one odds both were at the same hole.

Scoring the first was Richard Hardison of Glendale, who was golfing with his wife.

Then came David W. Armstrong of New York City, national director of the Boys Club of America, who was in a foursome consisting of A. H. Fohringer, Gil Eaton and Ed Frandsen.

The two holes-in-one came at the 140-yard blind fifth hole.

St. Theresa Grid Squad Wins and Loses in Week

St. Theresa's gridriders split even in games played Friday and Tuesday, losing to St.



(Anderson Photo)
MRS. SPENCER TRACY awards prizes to J. E. "Eddie" Woodall, singles winner, and John Sisson, runner-up, following play in the Senior Tennis Tournament at the Racquet Club last weekend.

Turkey Shoot on Schedule Sunday

There will be plenty of firing next Sunday from 8 a.m. until dusk at the target range at Araby Point.

Palm Springs Lodge, BPOE No. 1905, is sponsoring a Turkey Shoot that day.

It is open to the public. One of the most difficult feats will be attempting to hit a spinning plate tossed in the air, at a distance of 300 yards. Only three persons won turkeys in this event last year.

Another popular competition is the attempt of marksmen to break balloons.

This is the only event of its kind known to be scheduled in this area.

Proceeds will go to the Elks Lodge's cerebral palsy fund.

Anne's of Highland 19 to 6, and defeating Indio 12 to 9.

Touchdowns in the win were scored by Tommy Johnson on a crossback from six yards out, and by Bruce Waller on an end-around that was good for 60 yards.

The lone score in the St. Anne's game was tallied by Dennis McLaughlin who took a pass from Bob Bigelow and raced 30 yards to the goal line. Fumbles blocked other scoring attempts.

St. Theresa's team will play host to St. Joseph's of Fontana in a game to be played here Friday afternoon. Mike Milling is coach of the squad.

READ SUN
CLASSIFIED ADS

BAR-B-Q FOODS
FAMILY STYLE DINNERS
DRAUGHT BEER
THE BARN
RAMON RD. & INDIAN AVE.

Indians' Hopes for Tie in RCL Race Grow Dim

Last chance—and a very dim one—for the Palm Springs Indians to tie for the championship of the Riverside County League will depend on their game with San Jacinto at the local field Friday night, and also two other contests.

The Indians are dependent on the outcome of the Coachella, Hemet and Elsinore-Perris contests. A tie in each case would give Coach Clare Ballagh's a share of the crown.

THIS SUPPOSITION is based on a win by the Palm Springs eleven, which is expected. San Jacinto has won two, while losing three and tying one.

The Indians have an edge in offense, scoring 133 points in the six games played compared to 60 for San Jacinto. This averages out to 22 points to 10 per game.

On the defensive side, San Jacinto has held its opponents to 75 points, an average of 12, while the local squad has permitted 100 points, an average of 16.

THIS ADDS UP to the Indians racking up their fifth win against two losses, 20 to 14.

Last contest for San Jacinto saw the Tigers losing to Perris 6 to 0, in a great show of defensive strength.

This will be the final game for many of Coach Ballagh's team as many are seniors, including some of the leading stars on the team, which has been rated one of the best in his long coaching career at the school.

Cubs during the next five weeks will have as a project the rehabilitation of toys for underprivileged youngsters, for Christmas presents.

Polo Matches to Mark Weekend at Polo Grounds

Polo will continue at the Palm Springs Polo Grounds this weekend, with the Red Diamond team, sponsored by Ted Pierce and composed of local players, meeting a San Bernardino team.

Games both Saturday and Sunday will start at 2 p.m. Playing on the Red Diamond team will be Ted Pierce, Arol Campbell and Guy Campbell, and for San Bernardino Bill Shultz, Monty Montgomery and Lloyd Phillips.

RESULTS AT THE LOCAL field last Saturday were: La Jolla 8, Beverly Hills 6, and Palm Springs 7, Red Diamond 5. At the Shadow Mountain field Sunday, Beverly Hills defeated La Jolla 8 to 7, and Shadow Mountain Club won over Red Diamond 9 to 5.

The matches were played before a large number of members of the Southern California District of the Indoor Polo Association, which had met at noon Saturday to elect officers and discuss plans for the coming year.

DON HOWDEN of Beverly Hills was elected chairman of the board, and area representatives named were: Lloyd Phillips, desert area; Gayle Medlicott, coast; Harry Merrell, Garden Grove; Ted Turner, Beverly Hills, and Dr. James Mooreland, San Bernardino.

Appointed to the committee on games and arrangements were the three managers of local fields, Guy Campbell, Bill Moore and Lyle Nixon.

Alvin Harrison's rampage on the local gridiron last Friday brought him into second place in the Riverside County League scoring race, with 49 points.

The speedy back ran wild for five touchdowns and 30 points in the Indians' 46 to 7 win over Beaumont.

In first place is Charlie Roberts of Elsinore with 62 points.

John Laster holds eighth place with 25 points.

The Desert Sun—60
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Equitable Proudly Announces

LIVING INSURANCE

in a New Low Cost "Economy Size Package"

For you, and millions of Americans — who never dreamed you could own more life insurance — Equitable has devised a special low-cost policy. This policy protects your family if you die and pays you higher-than-ever cash benefits if you live. You don't have to die to win!

IT'S AN ECONOMY-SIZED PACKAGE that is available in amounts of \$10,000 or more. Because you purchase this much protection, Equitable can pass on to you important savings in the form of low premiums.

At 35 you pay 15% less than before — only \$23.41 a year per \$1000! Annual dividends may be used to reduce your premiums.

NEW FLEXIBILITY. The "change-over" features of this new policy are designed to fit changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again — you save!

No other policy offers such flexibility at such low cost! Even if you are not a standard health or occupational risk, you may be able to obtain this protection at an appropriately low special rate.

Whole Life Insurance—available in amounts of \$10,000 or more, 20 Year Illustration Assuming Dividends Are Applied to Reduce Premiums on \$10,000 Face Amount.						
Age at Issue	25	30	35	40	45	50 - 55
Annual Premium	174.60	200.80	234.10	277.00	332.80	406.00 503.10
Average Annual Dividend*	36.80	40.90	44.70	47.70	52.90	64.50 80.90
Average Annual Net Outlay*	137.80	159.90	189.40	229.30	279.90	341.50 422.20

*Based on 1954 dividend illustrations. Dividends are not guaranteed and are not to be considered estimates of dividends to be paid in the future, as such dividends will depend upon future experience.

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P.O. BOX 286
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Henry Simsarian

850 N. PALM CANYON DRIVE

RCL Grid Coaches to Pick All-League Team Sunday

Grid coaches of the eight Riverside County League schools will meet at 2 p.m., Sunday, in Indio to select the All-League football team, inaugurating a practice which was discontinued in 1948.

A new system of selecting the players on the mythical all-star aggregation was devised earlier this season by a committee composed of Coaches Clare Ballagh of Palm Springs, Jim Sims of Perris, and Bruce Monroe of San Jacinto. All coaches send names of outstanding opposing players to the RCL Coaches Association's secretary, Dwight McCracken of Banning, immediately following each game.

Coaches who will attend besides those mentioned are:

Arguments were scheduled to be resumed tomorrow in county superior court on Palm Springs Turf Club's request for an order to force the state racing board to grant a permit for a thoroughbred track here.

The case was continued until tomorrow following arguments presented before Judge John Gabbert late in October.

The Turf Club sought the court order after the racing board had denied their request for a permit after a long hearing here earlier.

RIVERSIDE COUNTY LEAGUE						
Team	W	L	T	TP	OP	
San Jacinto	4	1	1	69	33	
Elsinore	4	1	1	133	47	
Coachella	4	1	1	118	58	
Palm Springs	4	2	0	133	106	
Perris	4	2	0	125	68	
San Jacinto	2	3	1	60	75	
Banning	0	6	0	40	128	
Beaumont	0	6	0	59	220	

Scores Friday						
Palm Springs 46, Beaumont 7						
Coachella 35, Banning 7						
Perris 6, San Jacinto 0						
Elsinore 0, Hemet 0						

Games Friday (Final)						
San Jacinto at Palm Springs						
Banning at Beaumont						
Coachella at Hemet						
Elsinore at Perris						

mary helen teens presents

Nancy Gardner

and

her guest

on the teenagers platter party

9:30 Saturday night — KCMJ



THE MAYOR of Copenhagen, Denmark, will soon loll at ease in a chair manufactured in Coahuila Valley. When the first Scandinavian Airlines plane took off on Monday over the North Pole to link Los Angeles and Denmark in 22 hours, this chair, manufactured by Edward Hendley, center above, was aboard. The chair was designed by William Reinhold, right, Eleanor Wagner, left, flew the chair to Los Angeles Sunday from Desert Air hotel where it was on exhibit over the weekend. The chair, a gift from the desert to Copenhagen's mayor, went every foot of the way from Desert Air to Copenhagen by air—no ground travel.

Supervisors Vote Contract to Enlarge Court at Indio

Supervisors Monday took steps to enlarge the facilities of the Indio branch of the superior court, presided over by Judge Hilton McCabe of Palm Springs.

They voted to enter into a contract for a new law library and other improvements at Indio. The cost will be \$12,624.

Vote to sign the contract was 3 to 2. Supervisors William Jones and Roman Warren dissenting.

JONES AND WARREN insisted that the amount be kept within the \$12,000 budgeted for the project. They blocked

The Desert Sun—8¢
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

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ORDER NOW FROM
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1/3 to 1/2
FAMOUS NAME BRAND SHOES
MEN'S
LADIES'
CHILDREN'S
"Quality Shoes at Popular Prices"
SAVON SHOES
HOWARD and FAE BREZIN
386 N. Palm Canyon opposite Police Dept.

Thrifty Ready for Christmas

Thrifty Drug Stores throughout California are now receiving the largest stock of Christmas toys and games in their history. It was revealed today by Thrifty Drug Stores Company officials.

Ranging from toys and dolls for babies through musical instruments and phonographs for older children, the toy stock of every Thrifty Drug Store is a miniature "Santa's Workshop." Walking dolls, baby dolls, and animals will make thousands of little children happy this Christmas, with sensible prices from 98¢ to \$5.98. Play kits for the junior doctor, nurse, cook, or electrician are also available at all neighborhood Thrifty Drug Store toy departments.

Battery operated trains, boats, and cars, plus a huge assortment of mechanical toys priced from 14¢ to \$3.98, are on display to help make Christmas shopping for older children a pleasure. Electric phonographs and an assortment of children's records are also included in the huge Christmas stock of every Thrifty Drug Store.

Young cowboys will find just the gun they want at Thrifty. Every Thrifty Drug Store also carries an assortment of wagons, juvenile tables and chairs, and youngster's luggage. With items priced from 9¢ through \$12.98, Thrifty Drug Stores toy departments have a gift for every youngster.

Bank of America Christmas Club Checks in Mail

Evidence that the Yuletide season is just around the corner was given today as the distribution of Bank of America Christmas Club checks to residents of Palm Springs was announced by Fred Ingram, manager of the local branch.

Ingram said that this year the Bank of America will send out 400,000 Christmas Club checks throughout the state, totaling \$48,000,000, to those people who have followed the popular Christmas savings plan during the past 12 months. This is a marked increase over the 336,000 Californians last year.

Although the Christmas Club funds are used primarily for gift shopping, Ingram stated, they also have been found to be an excellent means to use in the payment of taxes, insurance premiums and in starting permanent savings accounts. He added that Christmas Club accounts for 1955 are now being opened at the branch.

LOOK! only \$1980
MULTI PURPOSE
Rumpus Room
As large as 3 bedrooms. Includes brick fireplace, raised hearth, sliding glass doors, beam ceilings, etc. Beautifully designed for rear yard living or additions.
A price that volume and construction know-how made possible.
On small monthly P.M.A. or Bldg. Terms.
PHONE 4-3899
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We also build rest yard apartments, income units, remodeling, etc.

Gala Night of Entertainment to Feature Opening of El Mirador Saturday Night

"If it's the last thing I do in Palm Springs I'm going to hear and dance to the music of Henry 'Hot Lips' Busse at El Mirador hotel Saturday night."

This expression, on the part of Villagers and visitors alike, can be heard from one end of town to the other, an indicative barometer of the large number of persons who will be present at the formal opening of El Mirador hotel Saturday, November 20.

And that isn't all!

THERE'LL BE STARS in the eyes of those in attendance "Beneath the Tower of the Stars," that is, famous persons of stage, screen and TV as well as other celebrities from many parts of the nation, a perusal of the reservation list revealed.

Henry 'Hot Lips' Busse, formerly of the Palm Springs, during intermissions by Henry Busse and his orchestra, Bogert has employed Daryl Harpa and his Latin combo to play for the diners and dancers, all of the fast-moving tempo numbers from "South of the Border."

Exotic Chana Crockett, lovely songstress will give her own interpretations of the music played by Harpa and his combo, it was announced.

CHEF GERHARD KNAAK, formerly of Thunderbird Ranch and Country Club and chief experimental chef for C. A. Swanson, Omaha, Nebraska, during summer months, has really extended himself in coming up with a menu that he plans to serve before, during and after the musical extravaganza that is to be par excellence but which he will not talk about. This Holland-Dutchman declares that it "will be his surprise menu of the season."

Egert urgently requested that those who plan to attend "please make reservations in advance. You'll be sure of a table then, you know."

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During intermissions by Henry Busse and his orchestra, Bogert has employed Daryl Harpa and his Latin combo to play for the diners and dancers, all of the fast-moving tempo numbers from "South of the Border."

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A GALA NIGHT of entertainment, featuring many stars and topped by Henry "Hot Lips" Busse and his orchestra, will feature the opening Saturday night of El Mirador hotel. Frank Bogert, manager of the famed hostelry, is sparing no effort to make it one of the brightest nights in El Mirador's history.

PRE-WESTERN WEEK RODEO AT DEEP WELL

Perhaps it is the Western Week spirit.

But at any rate, Palm Springs police staged a rodeo the other night which, if it had an appreciative audience, would have rivaled the Rodeo to be staged here in conjunction with Western Week next week.

But the audience was not appreciative. It was being staged on their new lawns.

At 4 a.m. Tuesday, residents along Deep Well road heard a lot of snorting and pounding hooves. They peered out and saw five mules cavorting about on their new lawns. At least, the consensus was five. The count varied from two to twenty.

Police were summoned and made a rush trip to the scene. Then the round-up started. But not with ease. The mules were shy and suspicious. Didn't seem to trust the officers of the law. They just darted hither and yon, nibbling at shrubbery and trampling the newly-planted lawns which were striving for a start in life.

Bedlam prevailed until the skies grew pink with the approaching dawn.

Then, one by one, like the stars disappearing in the brightening sky, the mules were rounded up.

But the home-owners in the vicinity haven't rounded up their tempers yet.

Those new laws!

Smith Named on Huntress Shoots Board of League Herself in Hand

William H. Smith, president of the Coachella Valley Savings and Loan Association, Palm Springs, was elected a director of the California Savings and Loan League at the concluding session of the organization's 64th annual convention being held in Los Angeles.

Over 500 delegates, representing California's \$3 billion savings and loan business, attended the largest convention in the trade organization's history.

Dixie Gardner, 19, 553 North Calle Rolph, suffered a broken finger when her gun accidentally discharged while she was hunting rabbits Saturday afternoon and the 22 bullet struck her hand.

The accident occurred just outside the east city limits while she was stalking a rabbit, police said.

She received emergency treatment at Desert Hospital.

Little Bear Still on Critical List is Report

Riverside County General hospital officials said yesterday that Little Bear remains on the critical list, with little change in her condition since she was transferred there last Friday.

Little Bear suffered a stroke in her trailer home here on November 6.

Church Bazaar at Cathedral City Friday

The Rev. Graham Hunter, pastor of Cathedral City church, announced yesterday that the annual Church Bazaar staged by the Women's Auxiliary will be held Friday starting at 10 a.m. at 744 Broadway, Cathedral City.

There will be a cooked food sale, bazaar and white elephant sale.

Training Session for Girl Scouts

Palm Springs Girl Scout organization held its first training session Tuesday at which all adults interested in Girl Scouting were invited. This is the first in a series of six orientation courses planned this year to acquaint adults with the various aspects of Scouting, assist in preparing adults for troop leadership, program planning with achievements to be attained, need of coordination between the Girl Scout Board, Council, leaders and committee members and their functions clarified and explained.

Spray Compressor

Theft of a spray compressor from their yard at 150 North El Segundo, was reported to police Saturday by William McGlamary. The compressor was valued at \$185.

Desert Resorts' Apathy Hurting State Program

H. H. Roberts, travel and recreation chairman of the State Chamber of Commerce, told the Associated Chambers of Commerce of Riverside county that southern California's desert areas are not cooperating sufficiently with the program to promote California's desert resorts.

Roberts addressed the meeting at Banning Tuesday. He said that only two parts of the eight-point program mapped three and one-half years ago at the Desert Inn here have been successful. Representatives of 10 desert areas were here for that meeting.

Roberts added that the state chamber's plan to send out news releases on the various desert resorts "flopped" because none of them furnished material.



DON'T go around worrying about those problems of protection. Let us handle them. After all, that's our business.

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PALM SPRINGS
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fresh crisp new
UNIFORM
for serving that
Thanksgiving Dinner
THE COTTON SHOP
202 North Indian Ave. Phone 6929
HEADQUARTERS FOR UNIFORMS



Picnicking Villagers Assist in Dedication Ceremony at Tamarisk Park

TWENTY-EIGHTH YEAR

The Desert Sun and PALM SPRINGS NEWS

Page 1-b Palm Springs, California, Thursday, November 18, 1954 2nd Section

From Page 1—MORE ABOUT

TAMARISK DEDICATION

duced the Rev. William Blondon of St. Paul's in the Desert Episcopal church, who gave the invocation.

PETERSON then introduced Ben Shearer, chairman of the park board who said, "It has been fun watching this area change to become this beautiful park . . . it took a long time . . . but it was worth it."

After his introduction, Mayor Florian Boyd stepped to the microphone and told of the early days before the project, when the area was known as "the old olive grove," and of the years when the land was used as a site for barracks buildings that were part of the army's Torney General hospital. Following World War II the barracks disappeared and the area was desert sand, marred by broken walks and cement foundations.

MAYOR BOYD introduced members of the park board and men whose job it will be to maintain the new park. Introductions included Ben Shearer, Herb Burns, John Wood, Muriel Fulton, Helen Staley, Reed Hubbell and Ruth Hardy of the park board, Jim Mason, superintendent of parks, Howard Haddock, superintendent of recreation, and Ted McKinney, director of youth recreation.

Final speaker of the day was

Congressman John Phillips of the 29th congressional district.

"A FEW YEARS AGO a city was built around a park, the park was the center of a community, but nowadays, with the speed of transportation and manufacturing, a city grows fast and a place for relaxation and recreation is shrugged aside," said Phillips, "but somewhere in the hustle-bustle, comes the cry for a thing forgotten, the public park."

And at 3:30 Sunday, Tamarisk Park was dedicated to the people of Palm Springs. The City Park . . . an area known by people all over the world as a place for relaxation and fun, recreation and entertainment.

TAMARISK PARK is one of the finest, its facilities are broad and include tennis courts, barbecue pits, rest rooms, playground equipment, picnic tables, spacious parking areas, cement walks and spacious green turf.

In the invocation Rev. Blondon asked "that the Almighty God make Tamarisk Park a place where all children of God, regardless of race, could play together."

Perhaps the main accomplishment of civilization has been the development of a species able to endure it. — Franklin P. Jones.



A BEAUTIFUL, SUN-SHINY day set the stage for the dedication of Tamarisk Park and scores of Villagers gathered to hear the dedication ceremony. The Palm Springs high school band and Pom Pom girls danced to the rhythm of the music (top right hand corner), and a bronze plaque was set in place on a stone. The plaque reads: "TAMARISK PARK — FOR YOUR ENJOYMENT — DEDICATED NOVEMBER, 1954."

In photo center, right: Mayor Florian Boyd chats with speakers and guests including; Councilwoman Ruth Hardy, who deserves much credit for the project for she coordinated the Park Board with City Council to make it a success; Congressman John Phillips, chief speaker; Congresswoman Cecil Harden, a guest here from Indiana's 6th district, and Ben Shearer, chairman of the Park Board and enthusias-

tic Village booster. Lower photo, taken during the actual dedication ceremony. On stage were Councilwoman Ruth Hardy, Congressman John Phillips, Mayor Boyd, Ben Shearer, The Rev. William A. Blondon, Jr., Councilman Ted McKinney, City Manager R. W. Peterson, Mrs. Olie Berry, Muriel Fulton, Helen Staley, Congresswoman Cecil Harden, Herb Burns and Reed Hubbell. (Desert Sun Photo)



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builder of pools now
serving the Palm Springs area!

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Office — 5871 Firestone Blvd.
South Gate

IT'S HERE NOW!

THE BIGGEST CAR OF THE LOW-PRICE 3



ALL-NEW

PLYMOUTH '55

COME IN TODAY! SEE IT! DRIVE IT!...The big swing is to Plymouth

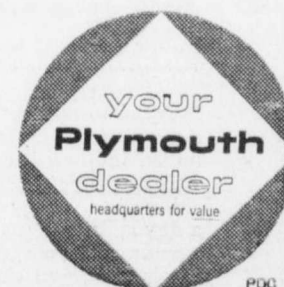
CHOICE OF TOP POWERPLANTS

- 177 hp... Hy-Fire V-8 engine with PowerPak†
- 167 hp... Hy-Fire V-8 engine
- 157 hp... Hy-Fire V-8 engine
- 117 hp... PowerFlow 6 engine

†4-barrel carburetor at low extra cost. All powerplants available with PowerFlite, Overdrive or Synchro-Silent transmission.

- Powerful new Hy-Fire V-8 and PowerFlow 6 engines
- New Metal-in-Motion Styling
- PowerFlite*... finest no-clutch transmission, with Flite-Control Drive Selector on instrument panel
- New Full-View Windshield, swept-back, really lets you see
- Full-time Power Steering* • Wide-pedal Power Brakes*
- Tubeless tires standard
- *Optional equipment at low extra cost

Don't miss the Thanksgiving Day football classic: Detroit Lions-Green Bay Packers. See your Radio-TV listings.



GEORGE BEEBE

682 SOUTH PALM CANYON DRIVE

PALM SPRINGS, CALIFORNIA

THOUSAND PALMS

By ELIZABETH NELSON — Phone 154

C. OF C. REORGANIZES

Dewey D. Wallace was elected president of the Thousand Palms Chamber of Commerce at its reorganization meeting Wednesday evening at

the Date Garden Beauty Shop in Thousand Palms. A leading businessman and citizen of the community, Wallace is now serving for a second time in this post which he filled as the Chamber's first president in the spring of 1947.

Elected to the office of vice-president was Dr. Ivan L. Barstow of Shangri-La Palms, who is semi-retired and another leader in community affairs.

Retained in office were Mrs. Walter G. Bovee of Thousand Palms Estates, as corresponding secretary, and Mrs. Jack M. Singler of Shangri-La Palms as recording secretary.

Directors of the organization include the officers named above, and Walter G. Bovee, A. Hal Cornelius, Karyl L. Thompson, and Eugene Waldeck.

Reorganization of the group was prompted by the departure of James E. Miller, formerly of Shangri-La Palms, who had been elected as president in the annual Spring election and by the subsequent resignation of the then elected vice-president, Fred W. Hess, also of Shangri-La Palms.

Mrs. Bovee was appointed to succeed herself as the Chamber's representative on the Coachella Valley Advisory Planning Committee.

The general discussion of the meeting centered on plans for the Chamber's annual booth to be prepared for the Riverside County Fair and National Date Festival in February, 1955, as well as on other means of publicity. Dr. Barstow and Waldeck were requested to gather certain information for presentation to the group. And the first

Monday night was set as the regular meeting time for the organization.

BIRTHDAY CELEBRATION

To help Eugene Waldeck celebrate his 60th birthday, a number of the community's residents dropped in on him and his wife in their Thousand Palms Estates home during the late afternoon of Veteran's Day.

Mrs. Mary L. Jones returned to her Shangri-La Palms home on November's first Sunday from her home in Los Angeles after an absence of months and months. She was accompanied by her daughter, Mrs. Wallace Leffingwell of Hawthorne, and a friend, Mrs. Frances Briggs of Los Angeles; these ladies returned to their respective homes last Thursday.

Miss Almarie Adams and Mrs. Harriet Bloomingdale of Laguna Beach are here for the season in their Hidden Springs Ranch homes.

Mrs. Lewis Kingsley is at Hidden Springs Ranch for a few days from their Hollywood home. The Kingsleys are co-owners and developers, with Charles F. Doyle, of the Hidden Springs Ranch properties.

Mr. and Mrs. Leo Dumser, also of Laguna Beach, are enjoying their Hidden Springs Ranch home "for a bit."

NEW RESIDENTS

Misses Eva Finson and Edith Tallant of Columbus, Ohio, will spend the season in the Young house in Shangri-La Palms. Both are retired school teachers.

Miss Finson, who came for health reasons, is the sister of Ed Finson and Miss Mary Finson of Shangri-La Palms.

Miss Dorothy Beardshall, formerly of Pasadena and Las Vegas, a friend of the Jack M. Singlers', is now living in the Dorothy Bacon house on Calle Jessica in Shangri-La Palms. Miss Beardshall is employed in the office at Howard Manor in Palm Springs.

Mr. and Mrs. Edward Pimbley of San Francisco are spending the season in the Kingsley home on Shadow Mountain Lane on Hidden Springs Ranch.

CHAPEL ECHOES

The Youth Group of the Thousand Palms Community Chapel held its first meeting of this season on Saturday evening, at the Chapel, with Jemma Reid, daughter of the Clarence Reids, in charge of the program. Sponsors are Mrs. and Mrs. Charles H. Wallace of Riverside and Thousand Palms (local weekend residents each week).

MISCELLANEOUS

Mrs. Robert Hawthorne of Kansas City is visiting with her sister, Mrs. John Long and Mr. John Long, who are season residents in the Hoffman house on Hidden Springs Ranch.

Dr. and Mrs. Thomas Peden of Laguna Beach are spending a few days at their Hidden Springs Ranch home.

Mrs. Blanche Bracken of Hollywood arrived on Saturday, November 6, for a couple of weeks' visit with Mrs. Marian White of Shangri-La Palms.

Spending a few days recently at their Hidden Springs Ranch home were Mr. and Mrs. Wil-

The Desert Sun—2b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Eisenman Opens Home in Village

William H. Eisenman, secretary, American Society for Metals, and Mrs. Eisenman will arrive today, Thursday, from Cleveland to resume residence in their home, Casita Manana, 220 Hermosa place. They will be accompanied by Miss Evelyn Gardiner, also of Cleveland.

While living here weekends, Eisenman will manage and direct the Ninth Western Metal Congress and Exposition, to be held March 28 to April 1 in the Ambassador hotel and Pacific Auditorium, Los Angeles. For the purpose he will open an office to be occupied parts of each week in the Los Angeles Ambassador.

Sunday he will drive to Los Angeles for a series of conferences with committees of the Los Angeles ASM chapter and other cooperating technical societies, engaged in furthering plans for the congress and exposition.

Eisenman, while coming direct from headquarters of the society in Cleveland, has spent several recent weeks in Chicago, where he served as managing director of the National Metal Congress and Exposition.

This highly successful educational event attracted 70,000 engineers and plant heads from all parts of the country. The double event next Spring in Los Angeles is expected to draw 50,000.

Sullivan Appointed Gas Company Publicist

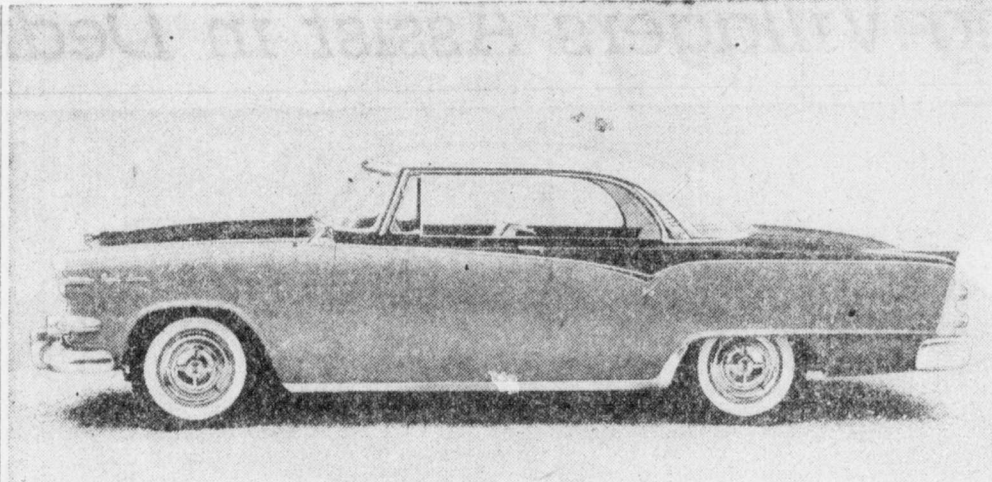
Frank Sullivan, widely known California public relations executive has been named director of public relations for the Southern California Gas Co., Los Angeles, effective December 1. F. M. Banks, president of the company, announced.

burt Beckett of Los Angeles.

Guests of Dr. and Mrs. Ivan L. Barstow of Shangri-La Palms were Mr. and Mrs. Roth T. Day of Seattle, Washington. The Days had only recently arrived and are spending the season in Palm Springs.

Mrs. Elva Woodside has returned from a weekend spent in Phoenix, Arizona, where she visited with a brother and his wife, a niece and her husband, and other friends. She was accompanied on the trip by a nephew, Phillip Stuber of Los Angeles, who is spending his vacation at the Woodside home in Shangri-La Palms.

Mr. and Mrs. Merle Zeiders and young sons, Gary and Michael, were guests of Mrs. Zeiders' parents, Mr. and Mrs. Shannon M. Morrison of Shangri-La Palms. The Zeiders live in Elsinore.



THREE-TONE PAINT combinations are introduced for the first time in the automotive industry to accent the new flair styling of the 1955 Dodge Lancer hardtop. Providing exciting new exterior color combinations, multiple-tone paints are available on Dodge Lancers in all three series — the luxurious Custom Royal, the richly appointed Royal and the classic Coronet. Lower, wider and longer by 16 inches, the Custom Royal Lancer hardtop shown here is super-powered by a Super Red Ram V-8 engine developing 193 horsepower. Imperial Motors of Palm Springs and Indio is displaying the new models.

New 1955 Dodge Attracting Interest of Desert Motorists

An entirely new concept in automotive styling was unveiled at Imperial Motors, Indio and Palm Springs dealers, when the spectacular new Dodge for 1955 went on display at all Dodge dealers yesterday.

"The Flair-Fashioned 1955 Dodge is a dream car come true," Kay Oleson of Imperial Motors said. "Those who have seen the new Dodge know that this is the automobile for which the public has been waiting."

"The dealers have seen the new car," Oleson added, "and they know that Dodge has really done it for 1955. They also know that the public will be eager to see this exciting new automobile."

Clothesline Raided Woman Tells Police

Theft of clothing and other articles valued at \$34 from a clothesline in the rear of her property at 2135 North Palm Canyon drive, was reported to the police Saturday by Mrs. Ruth Licata.

The Flair-Fashioned 1955 Dodge, displayed in this area in the showrooms at Imperial Motors, is attracting much interest.

Water Rates

Rancho Mirage Hearing Nov. 18

A public hearing on the application of the Rancho Mirage Water Company for authority to increase its rates will be held by the California Public Utilities Commission in Palm Springs today.

Commission Examiner Stewart C. Warner will conduct the hearing at 9:30 a.m. in the city hall, 3240 McCallum Way. All interested persons will be given an opportunity to be heard, the Commission said.

The company serves about 160 customers just outside Palm Springs. The average monthly consumption of water is 3,300 cubic feet, for which the present charge is \$6.60. Under the proposed rates the charge would be \$9.10.

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SMALLEST, LIGHTEST
HEARING AID IN
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HISTORY!

3-transistor "ROYAL-M"

Tiny but mighty... as powerful as some hearing aids at least twice its size... smaller than many hearing aids selling at twice its price! Operates for 10¢ a week on one tiny battery! Wear and compare... on our 10-day money-back guarantee.

\$100 Bone Conduction Accessory of Moderate Extra Cost
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REDUCES where you want to REDUCE

The Modern, Safe, Easy, Sensible and Comfortable Way to Reduce. It takes off the inches. Reduces Arms-Hips-Knees-Thighs - Abdomen - Legs Ankles - Buttocks and Shoulders.

Reduces objectionable bulges.
Strengthens sagging tissues.
Exercises while you rest and relax.
Eliminates tedious exercising and dieting.
Heatless and painless... a pleasing sensation.

Palm Springs Health & Reducing Salon

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To delight the guy (or gal) who "has everything"

Yensel Deluxe Chocolates

2 pound box — \$4.00
1 pound box — \$2.00

Candinavia

132 North Palm Canyon Drive
2 doors south of Bank of America

Give her freedom on a rainy day
Let her dry her clothes the MODERN WAY

Automatic GAS CLOTHES DRYER



With a gas clothes dryer, you can set the control for "dry" or "damp dry." In a matter of minutes, clothes are ready to take out.



Towels, sheets, etc., dry soft, fluffy — can be folded and stored without ironing. Your automatic gas clothes dryer cuts wash-day work in half.



"Damp dry" clothes need no sprinkling. They come from a gas clothes dryer ready for quick, easy ironing.

Illustrated is the BENDIX Automatic Gas Clothes Dryer. Ask also about the famous Bendix Duomatic Combination Washer and Gas Clothes Dryer.

Ever had to rush out into a sudden shower to rescue the family wash? It's no fun and how it complicates the washday schedule!

But when you dry your clothes in a new automatic gas clothes dryer, weather worries are gone forever. You simply toss rinsed clothes into your gas dryer. In minutes, you lift out soft, fluffy, sweet-smelling clothes.

So, next laundry day, dry your clothes the Modern Way. For a typical family of four the operating cost for a dryer is less than 35¢ a month. And for a limited time, normal installation is free. Visit your dealer's or your Gas Company and choose your new automatic gas clothes dryer. (Hint to husbands: a gas clothes dryer makes an ideal Christmas gift.)

For a limited time FREE INSTALLATION

If you buy now, normal installation is free. Offer applies to participating dealers in the following makes of Automatic Gas Clothes Dryers:

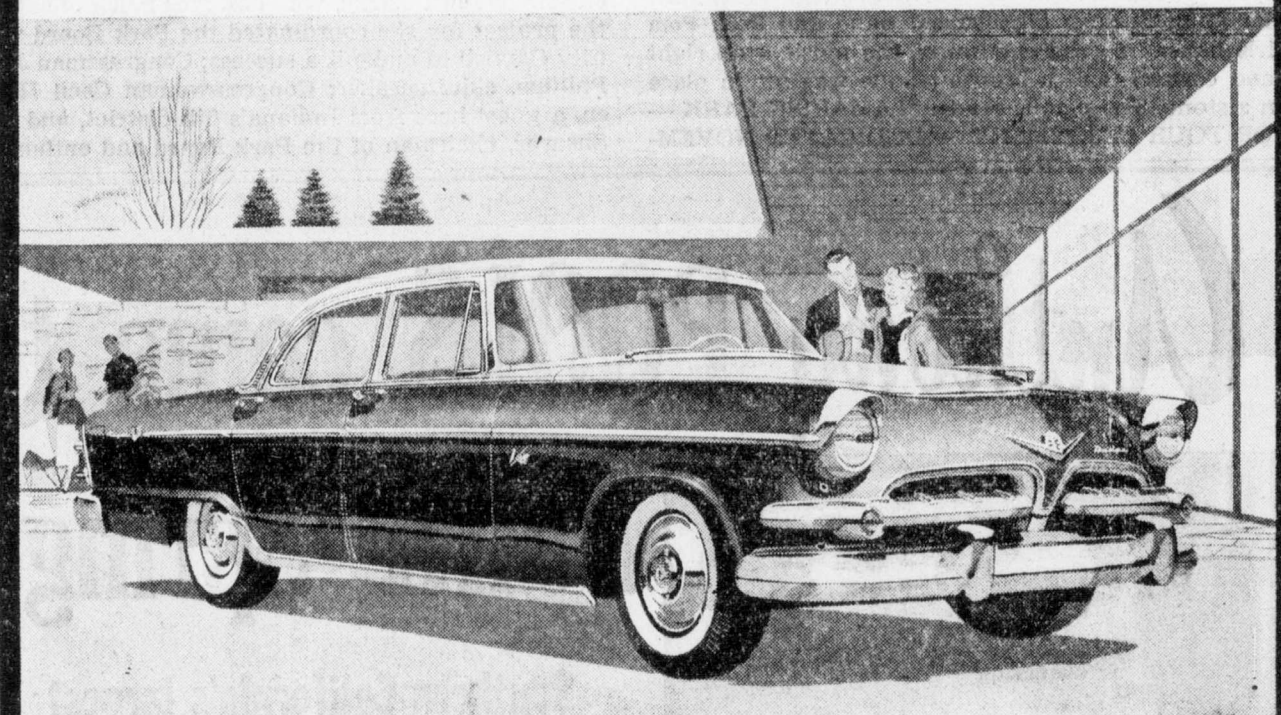
ABC • BENDIX • BLACKSTONE • CALORIC
EASY • HAMILTON • NORGE • ROPER
SPEED QUEEN • THOR • WEDGEWOOD
WHIRLPOOL

Only **GAS** gives you such modern automatic appliances

SOUTHERN CALIFORNIA GAS COMPANY

Dodge has done it!

Flair-fashioned...and alive with beauty!



New Dodge Custom Royal V-8 4-Door Sedan with 183-hp. Super Red Ram V-8 Engine—Extra-Powered to 193-hp. at slight extra cost.

New '55 DODGE at your dealer's now!

For months the word has been getting around: "Dodge has done it! Wait and see!"

Now the new '55 Dodge is here... and the promise is fulfilled. You'll know it from your very first glimpse of its sleek silhouette—longer, lower, and far more beautiful than anyone dreamed!

Here is a car that captures the flair of the future in the bold forward thrust of its hood, in the sweep of its rear deck and twin-jet taillights.

Here is a car that introduces the new outlook in motor car styling, with a swept-back New Horizon windshield that surrounds you in a glass cockpit.

Here is the car of a hundred surprises, whose taut and eager beauty is matched by exciting new developments that put the future at your fingertips.

Dodge has done it! See the new '55 Dodge today.

Dodge flashes ahead in '55!

Dodge Dealers present: Danny Thomas in "Make Room for Daddy," ABC-TV
Bert Parks in "Break The Bank," ABC-TV • Roy Rogers, NBC Radio



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DODGE Automobiles and DODGE "Job-Rated" TRUCKS

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Junior Chamber, Jayceettes Busy on Plans for Big Show

Members of the Junior Chamber of Commerce and the Jayceettes this week were getting ready to put the finishing touches on their new offering: "Palm Springs, USA," to be presented Saturday night at the Palm Springs Playhouse.

Rehearsals, properties, ticket sales, posters, have been keeping them on the jump for the past few weeks. The play will start rolling at 8:30 p.m.

Roz Bronstein and Rick Harrison, co-directors of the play, announced jointly that: "This is something new in the way

of fun and for the first time, written around the Village and its life."

Tickets are now on sale and may be obtained from any member of the Jaycee or at the Playhouse Saturday night.

There will be plenty of room for all and the setting will be in the manner of "The Drunkard" which has been shown in Los Angeles for the past two decades. Beer, soft drinks and tidbits will be served.

On The Trails

An Indian Summer... in our desert, is something always to be remembered, especially when with the gentleness of April showers. It's sands are suddenly cleansed with rainfall. And the sudden activity along the trails proves conclusively that it is being appreciated.

With Western Week practically upon us, the Los Compadres are hopeful that the spell remains unbroken.

"Mac" MacDonald, chairman of this year's event, has set up "Western Week" office in Rasmussen's Western Shop at 1151 North Indian avenue and can be reached by phoning 5414. "Mac" is making a full-time job of his appointment and is busier than the perennial cat, dashing back and forth perfecting plans which already have assumed mountainous proportions. Plans so far include the usual All Western Parade with Warren Coble as parade chairman, who already has received entries from as far off as Santa Barbara; two big days of rodeo and a real whopper of a Western dance, at which time the winning Queen will be crowned.

Prospective Queens' names have been drawn from a hat by various clubs, and the club or organizations selling the most tickets to the Western events, shall have the honor of having their Queen crowned. Also of presenting her with the grand prize of a four-year-old quarter-horse mare. The remaining beautiful princesses will accompany the Queen in the parade, attending her at the Western dance, and be seen in the Queen's box both days at the Rodeo. The princesses will receive various gifts, some already donated by Rasmussen's Western Shop and Scott's of Cathedral City.

With all their Western Week preparations, Los Compadres still have managed to have some party fun. A recent moonlight ride to Sun Air Park with cocktails at the clubhouse was a merry gathering. It was followed by another moonlight wienie-bake. The Desert Riders had their first Andreas Canyon ride, with so many attending, extra tables were set up. Jack Boyer served again his famous hot cakes on a lavish breakfast which should only be eaten and never described. The morning was topped off with Johnny Boyle welcoming all with his whimsical music fest, and ending with his beautiful and more serious rendition of "The Place Where I Worship."



From where I sit... by Joe Marsh

Granny Drives But Won't "Shift"

Saw Grandma Taylor parking her 1924 Franklin out front the other day. Neat as a pin, radiator and hub caps gleaming—the whole car is as shiny as the day she bought it 30 years ago.

Then I stopped and looked again—for there, hanging on the spare tire was a sign: "This car NOT for sale."

Asked Granny what was going on. "Joe," she says, "it's this craze for old cars. Everybody wants to buy my Franklin. But it has served for years and it's not for sale at any price."

From where I sit, it's strictly the new cars for me—but Grandma Taylor, and others, are certainly welcome to their "old faithfuls." It's simply a question of preference. Same with a choice of beverages. For instance, I like a temperate glass of beer with supper. You may prefer coffee. Fine! The important thing is that we respect each other's choice—and "ride along smoothly" together.

Joe Marsh

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"Welcome aboard!"

Be our guest on your next trip to
Seattle - Tacoma

Direct connections at Los Angeles with
Western's "Champagne Flight"—
the CALIFORNIAN!

Call Western at 2709 or the
Olman Travel Service, 2756.

WESTERN AIRLINES

It's got a "V" in its bonnet—
or your choice of two new sixes!

The motoramic Chevrolet for '55

Great new

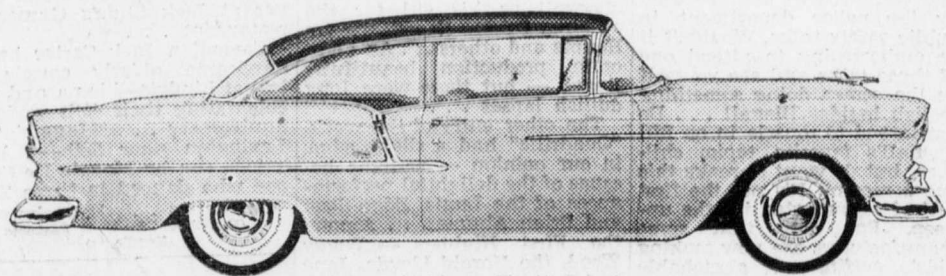
8

It's the valve-in-head V8 as only
the valve-in-head leader can build it!

Chevrolet's new "Turbo-Fire V8" puts a brand-new kind of excitement under your foot. The excitement of 162 horsepower! The excitement of an 8 to 1 ultra-high compression ratio! The new "Turbo-Fire V8" is so efficient that it requires only four quarts of oil instead of the usual five or more. And it has the shortest piston stroke in the low-price field, for longer engine life. Come in and let the new "Turbo-Fire V8" speak for itself!

With enough new advances
to fill a book!

There's the new "Blue-Flame 136" (teamed with Powerglide as an extra-cost option) and the new "Blue-Flame 123." Both bring you new, high-rated power—the zippy, thrifty high-compression kind. Both have new, more efficient cooling and lubrication systems... new engine mounts that result in almost unbelievable smoothness. And, like the new "Turbo-Fire V8," both are sparked by a new 12-volt electrical system. They're the liveliest, smoothest sixes Chevrolet ever put into a passenger car!



The Bel Air 2-Door Sedan

More than a new car... a new CONCEPT of low-cost motoring
(and much too good to miss driving!)

STACK CHEVROLET

330 SUNNY DUNES ROAD

PHONE 2042

"The Best Deal Under the Sun"

Thrifty

CUT RATE DRUG STORES

Get Ready for THANKSGIVING!

THRIFTY HAS WHAT IT TAKES AT LOWEST PRICES!

WE RESERVE THE RIGHT TO LIMIT QUANTITIES, NO SALES TO DEALERS

75c Value! Glasbake Oval ROASTER 59c

With Knob Cover • Quart Size

Guaranteed heat resistant. Bake-Serve-Store in the same dish. Famous brand!

2 for \$1.00

THRIFTY EXCLUSIVE BONDED PRESCRIPTIONS

With every prescription filled you will receive a Bonded Certificate, signifying an absolute guarantee of highest quality ingredients and utmost accuracy in compounding your prescription, exactly as ordered by your Doctor, and at sensible prices.

FOUNTAIN GRILL SPECIALS!

HOT MINCE PIE 15c

with BRANDY SAUCE

BREAKFAST SPECIAL

BACON 'N EGGS 49c

TWO RANCH-FRESH EGGS
Fried in Creamery Butter
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With plenty of hash browned potatoes, golden toast and butter. Cooked to perfection!
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Helps protect against weather irritation. Makes skin feel silken soft, naturally youthful.
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A decorative accessory, suitable for any room! Provides a mild pleasant aroma. Choice of distinctive fragrances. No burning.

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Take the work and worry out of your preparation of every day fall favorites. Bake hot cakes, broil bacon the Rite-Ware method.

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Cut food costs through waterless cooking. Rite-Ware cast aluminum cookware with heat resistant glass cover.

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USE OUR LAYAWAY PLAN 50¢ DOWN 50¢ WEEK
ASK THRIFTY SALESPERSON FOR COMPLETE DETAILS

PUBLISHER'S CORNER

By Oliver B. Jaynes

ANOTHER LINK in the freeway system that will be a great boon to Palm Springs-Los Angeles commuters was opened last Monday. The largest section of freeway ever to be opened at one time, the 13.4 mile stretch runs from Archibald avenue at the eastern edge of Ontario to join the four-lane highway west of Pomona. It eliminates a score of signals in Ontario and Pomona and was built at a cost of about \$12 million.

Work has already been started on the Banning bypass which is now the worst bottleneck between here and Los Angeles. At the same time construction is under way on another section of Ramona Freeway through El Monte, and a contract will be awarded soon for the route through West Covina. In addition, work is expected to start in 1955 on widening Highway 60 from Beaumont to Riverside.

The ease with which the drive can be made from Los Angeles and Hollywood to Palm Springs will soon be such that many more people from the coastal cities will be establishing winter homes here, and greater numbers of weekenders will be coming to the desert. This resort area will be the closest place where some 4,000,000 people can find the variety of facilities for relaxation, recreation and entertainment which the Palm Springs area offers.

Here we find positive assurance of the continued growth of Palm Springs. Each year the attractiveness of Palm Springs to coastal residents becomes greater as the drive down here becomes easier.

OTHER TRANSPORTATION — Everyone doesn't like to drive, however, no matter how easy the trip may be. A Southern Pacific commuter train between Los Angeles and Palm Springs would undoubtedly bring a great many more. It seems quite likely that such a project will soon become feasible. The service might be offered on a three times a week basis. We believe it would become quite popular within a short time.

Air transportation to Palm Springs has improved with Western Air's two flights daily between Los Angeles and Palm Springs, and service to Las Vegas and San Diego. Much to be desired is a better air transportation to eastern cities. Western Air has an application on file we understand, for extension of their service to Phoenix. This would be a great help because there are numerous daily flights between Phoenix and eastern cities. The greatest assist in our transportation needs would be a stop here at least one of the many coast-to-coast flights that pass over Palm Springs every day. A great many of those who are making vacation trips by air to Southern California would make stop-overs in Palm Springs if this service was available. The same would hold true for the return flight.

Business interests here are becoming more transportation conscious all the time. They realize that good transportation facilities are the number one requisite to a successful resort community. The easier it is made for people to get here, the more will come. Good highways, train, plane and bus service will do more for Palm Springs than any other factor in the opinion of many of our people. It should be one of the prime objectives of the Chamber of Commerce and should receive the hearty support of all of the business interests.

The outlook is good but an organized effort is essential to hasten the day when transportation facilities are really adequate. The Chamber of Commerce can — and should — lead the way.

TRY AND STOP ME

By Bennett Cerf

RESIDENTS OF Chapel Hill are partial to a tale of D. C. Jacobsen's about an extremely frugal member of the University of North Carolina faculty. This worthy

gent, it appears, had just drawn \$35 from his bank, bent upon acquiring some reference tomes from Paul Smith's Intimate Bookshop. No sooner had he turned from the paying teller's window, however, than his path was blocked by the formidable figure of Native Son Kay Kyser, the popular band leader, who retired while he was about three million ahead.

"I'm bound for lunch," announced Kay. "How's for coming with me?"

"Love to," agreed the professor. Then, glancing down at the seven crisp five-dollar bills in his hand, he added hastily, "I'll join you as soon as I've made this deposit."

George Jessel admits he never had the honor of meeting Winston Churchill. "But I'll tell you how close I came to it," he adds. "I once had dinner at Number 9 Downing Street!"

When the whaling ship Essex was sunk in 1820, writes Whipple, only eight members of the crew lived to tell the tale, and all of them carried to the rest of their lives the memory of having been cannibals in order to survive. Captain Pollard, one of the eight, was challenged years later by a writer who claimed relationship to a member of the Essex crew who had not returned. "I wonder if you remember him?" inquired the writer. "Remember him?" cackled the ancient mariner. "I et him!"

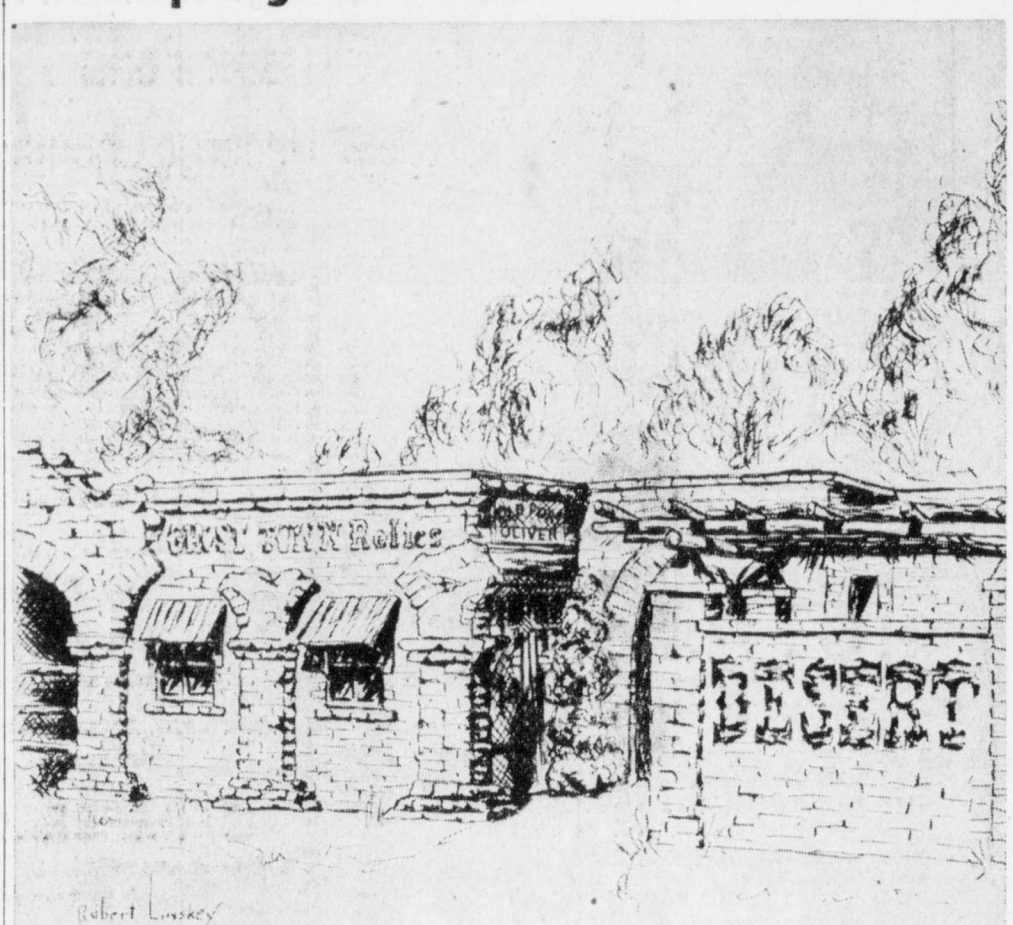
A well-known man-about-town took a girl friend for a late snack at a Broadway restaurant where he often dined and discovered when the time came to pay the check, he had no money at all with him. Then he spied a waiter he had known — and tipped well — for years at the other side of the room. Beckoning him, he whispered, "Joe, I left my money in my other suit. Will you lend me a ten-spot?" "I'm sorry," said the waiter coldly, "but this isn't my table."

Advertisement: Attractive kitten seeks position purring in a nice little girl's lap. Will also do light mouse work!

Song for rendition during the morning shave: "Nobody Knows De Stubble Ise Seen."

Palm Springs Sketches

By Robert Linskey



MUCH HAS BEEN WRITTEN about Harry Oliver, Commander of Old Fort Oliver, Publisher, Distributor, Lamp Lighter, Editor, Artist, Gardener, Janitor and owner (titles as shown on mast-head of Desert Rat Scrap Book), but comparatively very little has been written about the picturesque adobe home of Oliver and the internationally-circulated publication, *Located in Thousand Palms on Highway 99, where Ramon Road intersects, Old Fort Oliver houses an interesting collection of mining and western antiques, as well as one of the world's largest collection of old-style*

printing type. Not even Harry knows when the building was built and he will not tell when he built a few aged additions to it, but he claims the following story to be the latest authentic history of the Old Fort. It was sort of a kindergarten for baby burros. When a burro was born on the trail between here and Ehrenberg, Arizona, the packers would carry the baby in here to be taken care of, then pick it up on the return trip. This is the story just as it has gone into so many corner-stones for last 70 years, and just as it appeared in "Packet One of Pouch Seven" of the Desert Rat Scrap Book, so it must be true.

Library Notes

AMERICANA II

Brooding over the vast plains of the west in the winter was the white breath of the buffalo, the sign sought by every Indian, Sioux, Cheyenne, Arapaho or Kiowa; and, in 1867, by the white hide hunters as they set out upon the almost unbelievably rapid decimation of the thunderous bison millions, a process which required less than two decades. Of this period, the years from 1867 to 1883, Mari Sandoz writes with penetration, and sometimes indignation, in "The Buffalo Hunters."

The four great buffalo herds, each of which grazed in a yearly loop of over three hundred miles in diameter, were killed off at the rate of a hundred a day by a single hunter and this was many times multiplied, skinned and the meat left to rot from the frames so "the river bottoms . . . were white as fall snow in their bleaching bones." Miss Sandoz gives an account of the natural history of the buffalo and of the Indian whose main staple it was; of the lives of the white hunters, Wild Bill Hickock, Lonesome, Charley Reynolds, Bill Comstock, and Buffalo Bill Cody; the boom towns; the growth of the railroads; and the coming of the gamblers, and of the warriors who accompanied the westward march.

Among the writers of worthwhile Americana, none is better equipped, both through knowledge of her subject and through the gift of intuitive projection which seems to be her special forte, than Mari Sandoz. Her father, Old Jules, was a friend of the Sioux, the Cheyennes, the old fur traders, trappers and hunters. Her earliest memories encompassed, to quote her own words, "a wonderful at-home in the world and the universe."

At home with the universe is the peculiar virtue of the Indian. His perfect adaptation to, and communion with, the world of earth and sky in which he lived is also beautifully conveyed by Paul Horgan in the first part of his great two volume work, *Great River, the Rio Grande*. Here, under the heading "The Stuff of Life" is described in poetic prose the culture of the Pueblo Indians who lived along the bank of the river. Concerning them Mr. Horgan draws this conclusion: "A clear and simple and within its limits a satisfactory plan of living together was understood by everybody, and complied with. But tragically it lacked the seed of fullest humanity. It was costly, that loss of the individual to the group. The essential genius of humanity, with all its risks, and yet too with its dazzling fulfillments, was buried deep in the sleeping souls of the Indians by the Rio Grande."

Following this Mr. Horgan describes in vivid detail the Spanish Rio Grande and in Volume II the Mexican and United States Rio Grandes. There are passages of great beauty that attest the author's love and knowledge of his subject; and always there is that quality of incisive thought which enlarges the specific to reference the universal. The result is significant writing of a high order, history with poetic and philosophic overtones, a loving, usually dispassionate picture of four distinct cultures. Mr. Horgan deals not alone with the outward trap-

Dr. Benjamin Goldberg

Cancer

Cancer is a lawless growth. The tissue cells of the body in their own respective groups have a fence or limiting membrane which walls those particular cells off and separates them from other tissues. Cells which constitute a certain portion of the body such as the skin or mucous membranes lining the gastro-intestinal tract or anyone of the many organs in the body may break through this fence or limiting membrane. They can then invade themselves in adjacent or different tissue structures in the body and proceed to grow there. They are then outside of their own territory and spreading from these migrant seed cells may as they invade the new tissue form such a lawless mass. There are in the body some special elective areas in which this occurs more frequently than in other parts. These are found where the skin of the surface enters the nipple of the breast meeting the glandular substance there; where the lining of the stomach suddenly becomes the lining of the duodenum with a sudden change of cellular structure. Irritation is a most potent factor. Such irritation may be provided in the stomach in the taking of foods which are especially hot or in swallowing foreign bodies which may become imbedded in the lining of the stomach. One may also see this in the irritation produced on the lips of the mouth in pipe smokers with the secre-

tings coming down the pipe stem. It has also been very definitely established that an imbalance of the hormones or internal glandular secretory organs may be a factor in allowing for the establishment of a soil for cancer. There are specific substances which are known to be productive of malignant growths and some of these carcinogens have already been isolated. A good example is seen in the miners of Cobalt in the country of Silesia who inhaling this particular dust are very prone to cancer of the bronchial tubes and lungs.

The sites of greatest frequency of cancer in the human body may be listed as the cervix of the uterus and the uterus, the stomach, the breast, the bronchial tubes and the lungs, the intestinal tract and the ovaries. Great progress has been made in methods of examination to allow for the early detection of such new growths. Inasmuch as the tendency for this type of malady occurs after the age of forty when glandular function alters and the chemistry of the body changes, it should be imperative that routine examinations be made at intervals at least every six months with special attention paid to the areas of common occurrence of these growths. I feel reasonably certain that it will only be a relatively few years of time when certain chemical tests will be able to determine the fact that an individual is prone to the occurrence of this condition, and its development prevented.

(Dr. Goldberg is not practicing medicine at this time and is unable to answer correspondence.)

Budget: What you can't do to a woman's mind once it's made up.—Wall Street Journal.

Dennis, the Menace

By Ketchum



"THINK, MARTHA, THINK! IF WE DON'T FIND A BABY SITTER FOR THE MITCHELLS, THEY'LL BRING HIM OVER HERE!"

THIS SIDE of The Sun

By Phat

Come lack of brain.
Ennui or worse,
Just got to start
This with a 'Verse.

* If you are not so particular about the choice of nouns.

Well, anyway, it's a bright nice morning (see footnote) and I have an hour and a half before the general run of the office gets here and the turmoil starts. So let's look at the sprawled notes before me and see what gives.

THE FIRST is from one of my perennial correspondents. The bulwark of Old Fort Oliver. Maybe the "work" is superfluous. Harry Oliver tells me that he just had several of his favorite khaki suits made. He wears them all of the time but has them built specially so that the bulges, brought on by the accumulating years, are hidden. And he buys them sand-colored. "You know," he said, "Mark Twain always wore white suits. So that when he fell down in the snow no one would notice it. I wear them sand-colored. Because there is no snow here, nothing but sand." But supposing he fell on one of our green lawns?

NEXT IS ONE from John Archibald. Archie also has an idea. He wants to have an Electric where he works, six cartons of supplies came in from Los Angeles. And he opened them. "My eyes smarted. I want the Los Angeles dealers to put little holes in all of the cartons they ship out. To ventilate them. Let out the captured steam before it gets to our pure desert air. (See footnote again.) . . . Getting back to Harry Oliver. He claims something is wrong with the people around here. His cat, Sin, gave birth to a flock of kittens and Oliver tried to give them away. There were no takers, even when I offered to throw in an extra cat to act as a kitten-sitter," he complained.

THE OTHER DAY, so they tell me, a fellow went up to the manager of one of our stables and said he wanted to buy a horse. "How much?" asked the gentleman in charge of the steeds. "The longest one you've got," was the reply. "There are six of us." . . . Note in the public prints that another motorist accepted for a traffic ticket for opening the left door of his car "without exercising caution." Besides getting a ticket he has a damaged front door and will probably have to pay for the smashed grill on the other car. Will be glad when Palm Canyon is resurfaced and goes back to a two-lane highway. It's too narrow for four.

ANOTHER PLEASANT bit of reading was the fact that the state highway commission and the county flood district have reached an agreement at Araby Point. If the district completes that Palm Canyon dyke to contain the flood waters, the state will bridge the resulting channel. This should be good news for people residing east of Araby point. In Cathedral City and the rapidly growing desert area beyond. There have been several times when residents of Cathedral City and beyond have had to stay here all night because the water was so high at the point they could not get through. Now, when they widen Tahquitz creek bridge and maybe put another crossing over Tahquitz channel, we'll be sitting or, rather, driving pretty.

TAMARISK PARK was dedicated last Sunday. Somebody evidently thought it was the Garden of Eden, for police records show that near the vicinity of the park a youth, about 20, was nabbed by the Law for wandering about the adjacent area entirely unclad. . . . Also, the police blotter this week revealed that some juveniles were getting the Thanksgiving season and the Fourth of July mixed up. Police nabbed the youngsters shooting off illegal firecrackers. They were turned over to their parents after the noise-makers had been confiscated. It's a good thing it's a week until Thanksgiving. They'll be able to sit down to the turkey by that time.

OVER IN RIVERSIDE they are doing something which I have long advocated in these places. They are taking motion pictures of bad driving habits, practices that lead to bent fenders and frayed tempers. The pictures will later be used by the police department in public safety talks. Wouldn't it be embarrassing to attend one of these talks and see yourself on the screen doing something foolish besides illegal? . . . Do not intend to muscle in on Bill Rashall's favorite topic; children, but do want to make this one comment. It's not the first cost of a youngster, it's the upkeep. But note that some manufacturers are now making kids' outfits of stretchable cloth. Will take care of the natural growth. Next they should work on shoes.

(FOOTNOTE—I'm not bragging about the weather. Mrs. Nature. So don't show me up again. These comments about our weather are just poetic license today.)

The Desert Sun—4b

and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, November 22, 1954

The Voice of Broadway

By Dorothy Kilgallen

FRENCH WRITER Pierre Galante's forthcoming trip to the U.S. has one aim: to salvage his romance with Olivia de Havilland. They've been "engaged" for longer than most Hollywood stars stay married, but Pierre hasn't been able to get her to the altar, and he'd like to know where he stands . . . Singer Joan Edwards suffered a nervous collapse. Has been ordered by her doctors to give up her radio series immediately and retire for a long rest.

State Department officials are using every diplomatic dodge in the book trying to head off a visit by Aneurin Bevan, the leftist British laborite, who wants to come here and "soften" the U.S. attitude toward Red China . . . Former Copa dancer June Tolley is back from California, but Frank Sinatra hasn't been able to get her. At least that's what he says on those long-distance phone calls.

Elaine Stritch spotted Ethel Merman out front at a recent performance of "On Your Toes" and ordered the champagne for the great star's visit to her dressing room. But Ethel never came back, and the volatile Elaine is sizzling. She's Ethel's former understudy, and toured in the Merman role in "Call Me Madam" for 40 weeks . . . The Olsen & Johnson show, "Pardon My Atonement," is rife with backstage conflicts.

Jack Webb and Dorothy Towne now plan to make it a quiet wedding day after his divorce from Julie London becomes final. Presume he's going to have TV columnist Jack O'Brien as best man? . . . Helen Le Berthon Pollack, Bobo Rockefeller's close chum (who was just awarded a million-dollar settlement from her wealthy husband), is in Godham looking over the Broadway play situation. There's increasing talk that she and Mrs. Rockefeller may go into play production.

An internationally famed head man has been given some bad news by his doctors. They've ordered "plenty of rest" after his recent heart attack, although it was a mild one. Theatrical producer Gant Gaiter achieved a small miracle in lining up angels for the stage version of "Seventh Heaven" — raised \$175,000 on the strength of recordings of the Victor Young score, without a single backer's audition.

The question around TV Row: Is everything rosy between Imogene Coca and her manager of long standing? . . . They can use a real doctor on the set of "Not As a Stranger." Producer Stanley Kramer and most of the cast have the virus. Lawyers are drawing up the settlement terms in the Vanessa Brown-Robert Franklin divorce. She'll file as soon as she feels better.

The Record magazine backed by the Four Aces quietly drowned in red ink after only four issues. (And the boys

don't want to hear any witticisms about Aces-in-the-hole, either.) . . . Julia Meade, currently making her debut in "The Tender Trap," will screen test for 20th Century-Fox in January. Bossman Spyros Skouras sees her as a threat to Grace Kelly in the ladylike glamor girl division.

Cloris Leachman gets star billing with Donald Cook when "King of Hearts" opens in Chicago next month. Jackie Cooper's successor is still to be found . . . Financial interests in France are behind the sudden acceptance of the rearming of Germany. They've been buying heavily into the Ruhr for the past year.

Jay Burton, gagwriter for Milton Berle, is working with Ted Hearst on a new comedy for Broadway. Ruthie may have a small part in it, just to make it more fun . . . Harry Jaaj, the tubed yard goods importer (out-of-towners always take him for a genuine Maharajah when he rumbas at El Morocco), was missing from the plush haunts last week. He had a nose operation.

Johnnie Ray will play host to a welcome home party for Buster Crabbe at the Concord Hotel over Thanksgiving . . . Julie Oshins tells pals that when he phoned Kim Novak for a date (he knew her years ago), she replied: "Oh, I couldn't—until I get permission from my agent." . . . Billy Daniels will be the next show business character to tell the story of his rise to stardom in book form. A publisher has signed the contracts making him a literary fellow.

Youthful Hollywood friends of Debbie Reynolds and Eddie Fisher, trying to assist the engaged pair in their religious hurdles, point to the case of Janet Leigh and Tony Curtis as an example of a similar mixed marriage that worked out well . . . Nat Holman paid \$2,000 in legal fees to clear himself in the basketball scandals. Gina Lollobrigida's American diary, appearing as a serial in the Italian weekly *Il Tempo*, is hilarious reading. Some hip U.S. publisher ought to buy it and print it for laughs . . . Memo to Police Comm. Adams: the biggest and most deadly looking knives are for sale in Broadway show windows. All they need is a sign saying, "Step right up and buy a murder weapon."

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NEW YORK CAVALCADE

By Louis Sobol

SNAPSHOTS AT RANDOM: Following an hour or more of dancing with Judy Garland at El Morocco, the tireless Ali Khan taps Margaret Truman and whirls her around for another hour or so. The following nights it's Tallulah Bankhead who is given the Khan dance treatment — this time at Julius Fleischman's big party for Tallu at the Ambassador . . .

Quite a gala turnout incidentally — among those assembling being Grace Kelly (with Oleg Cassini, match!), Sharmar Douglas, Paul Warburg, the Elliott Nugents, Peggy Ann Garner, Cobina Wright, Truman Capote, the Alfred Diagrres and others. Joan Fontaine and her husband, Collier Young, were late arrivals. As they danced by Joan pointing to Collier, shouted out, "My favorite husband and he didn't get it until Brian Aherne danced a second later — to whom Joan was once wed. He grinned and halted to shake hands with Collier and beam at Joan."

The long awaited musical, "Fanny" provided an exciting opening night for both the ticket-holders and the rubber-neckers outside — and at curtain's final fall, the applause was prolonged and raucous — especially for Walter Slezak and Ezio Pinza . . . First Nighters included David Wayne, Joyce Mathews and Billy Rose, Margaret Sullivan, Margaret Truman, Eddie Fisher, Jennie Grossinger, Fleur and Gardner Cowles, the Milton Berles, the Joey Adams, the Tom (Cell Chapman) Rogers, the Howard Lindsay, Ali Khan with Elsa Maxwell as his girl for the evening, Colette Hearst, the Ira Haputs and others . . . An elaborate production beautifully staged — but there were long dullish lapses . . .

The other entry of the week, "Quadrille" had a slight edge, in our opinion — perhaps because of the delightful performance of the Lunts, Edna Best and Brian Aherne . . . Among the First Nighters — Peggy Wood, the Harold Lloyds, Jane and Betty Kean, Marlene Dietrich, Pegeen and Ed Fitzgerald, Truman Capote . . . Frances Moody Newman tosses a "Quadrille" birthday party which draws most of the town's notables to the Lillian Russell room of Luchow's — the four come honored being herself, Bob Considine, Peggy Sobol and Walter Cronkite — all celebrating their birthdays that night . . . The ever-colorful Jacobs Beach, gathering place of the gents of the fighting business—Torn Pan Alley . . .

Comedian Jack Carter has a handsome elderly couple in tow at Lindy's—his pa and ma, celebrating their 40th wedding anniversary . . . "Maggie's" on Lexington near 58th—a little saloon run by Maggie De Coursey who danced in three Ziggy-feld "Polles" Snapshots! (Distributed by King Features Syndicate)

A thought after 9-power conferences: The Germans are a great people — whenever they quit reminding themselves of it—Fletcher Knebel, Potomac Fever.

The trouble with burning the candle at both ends is that you always get caught in the middle.—Al M. Schaefer.

These days, "a small service charge" is likely to refer to the service, not the charge.—Vesta M. Kelly.

Building Booms in County Areas

WAREHOUSE FACTORY or SPACE

According to your
requirements
Total 30,000 square feet
South side Highway 99
North Palm Springs

PHONE 2285
Ambassador Hotel!

Building in the unincorporated areas of Riverside county reached a new high mark in October. R. S. Lindelef, county building inspector reported last week. The total for the month was \$1,753,801.

The district around Corona led the list this month, replacing the Palm Springs district which has been first for many months.

Building in the local unincorporated area amounted to \$311,862.

Coupled with the \$506,425 in new building started within the city limits in October, the total for the Palm Springs district for the month was \$818,287. These figures do not include Palm Desert or La Quinta.



(Desert Sun Photo)

FRIENDLY AID truly typifies the work of Palm Springs Welfare and Friendly Aid which lends a helping hand to those in need. The Village takes pride in the vital work done by this Community Chest Agency. This picture is taken at their Little House next to the Health Center, where garments and household items are collected, basically to assist burned out families. Left to right, are Mrs. Frank G. Ewing, Mrs. Norman S. Haber and Mrs. Richard J. White.

Welfare and Friendly Aid Society Does Great Work

Welfare and Friendly Aid, a Community Chest agency, extends a helping hand to the needy, a hand extended in friendship.

This summer a man, with the promise of a job, came here to work and brought with him his wife and four children. The job didn't materialize, they had no money, and the little family spent three days on the desert and living in their car. The children were hungry and the baby's eyes were swollen shut from the heat. It was Welfare and Friendly Aid that provided a doctor, food and lodging and got them on their way again.

Figures can't tell the story of the work being done by this splendid organization, but this past year, it provided 3,497 school lunches and Christmas baskets for 50 families; gave layettes to destitute mothers; underwrote emergency medical assistance; supported the Dental Clinic (dentists donate their services but dental supplies are budgeted by W&FA); and volunteer workers aid with the Well Baby Clinic.

The hospital book cart, the toy loan library, the Youth Center are all projects in which this organization interests itself.

Regulations for Trailer Parks Undergo Change

State of California, Department of Industrial Relations, has revised its rules and regulations concerning structures in trailer parks, which became effective Friday, and lifted the ban on construction of cabanas and ramadas.

City officials will operate under the state regulations, rather than adopt separate requirements, according to City Manager R. W. Peterson and city council.

Applications for construction must be submitted to the Division of Housing, State of California, and when a permit is received there, must be submitted to the city building department for approval.

Details concerning the new requirements are available from the State Division of housing, or the Palm Springs building department.



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- IT'S BARELY
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"BEAUTIFUL!"

"IMAGINE, 55 DIFFERENT COLOR COMBINATIONS!"

STYLED FOR TOMORROW... with the lithe beauty of forward motion. 55 NEW COLOR COMBINATIONS... frosty blues, vigorous reds, tailored grays and greens. 39 INTERIOR TRIM COMBINATIONS... exquisite fabrics in glamorous hues, silky nylons, smart vinyls, deep patterned matelasse, and genuine top-grain leathers. SENSATIONAL NEW 200 H.P. FIREFLITE... a fabulous new series, the most elegant new car on the American road. FAMOUS FIREHOME V-8 at a new, low price... increased to 185 H.P. Drive a new De Soto today!



NEW... panel mounted "Flite Control" gear selector lever. NEW... pendulum brake pedal, slimmer and longer. NEW... "Dual-Cockpit" Instrument Panel, styled with a new flair and freshness. NEW... improved power driving aids: PowerFlite Transmission, Full Time Power Steering, Power Brakes, 4-Way Power Seat, Power Window Lifts. Yes, everything is new in the stylish 1955 De Soto.

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HIS 16 PIECE ORCHESTRA

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El Mirador HOTEL

SATURDAY EVENING — NOVEMBER 20

Henry Busse, the most imitated instrumentalist in the musical world today and his equally famous orchestra, will, without a doubt, bring to Palm Springs the finest aggregation of excellent musicians ever to play here. You will also hear the band's vocalist.

This gala opening of El Mirador has been in the planning stage for a long time — every moment of the evening has been planned for your utmost pleasure and enjoyment. No expense has been spared to make this opening party one of the gayest events of the current winter season. It is not necessary to be formally attired.

Intermission Entertainment
DARYL HARPA

AND HIS
LATIN COMBO

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CHANA CROCKET
Exotic Songstress

RESERVATIONS SUGGESTED

TELEPHONE 2044



El Mirador HOTEL

"Beneath the Tower of the Stars"

PALM SPRINGS, CALIFORNIA

DESERT HOT SPRINGS

By MARGUERITE BURMESCH

PLAN STYLE SHOW

Each Monday morning members of the committee on the Women's club luncheon and style show scheduled for December 7 meet at the Addison art gallery with Bet Ad-dington, over-all chairman to map plans for the menu and decorations.

The theme which the committee on out-of-door Christmas decorations is working is: "Christmas In The Sun." Every detail of the table decorations by Doris Ochs, the style show by Minna and down to the plate service by Bet Ad-dington has been kept in mind in formation of the plans for the affair.

SPAGHETTI DINNER

Approximately 150 partook of the spaghetti dinner sponsored by the Parents' Guild of

the Desert Hot Springs Elementary school Thursday evening. Arrangements for the affair were in the hands of Barbara Rebigier and her committee of room mothers. Chef Pasquelli Monaco and wife and Mrs. Yola Masero prepared the food. Doris Ochs decorated the tables, carrying out the Italian motif.

Following the dinner a style show, sponsored by Shirley and Minna of Minna's Ladies' Shop was enjoyed by the spectators. The latest fashions from New York, California and Hawaii were modeled by Linda Goforth, Allie Mae Krast, Barbara Rebigier, Pearl Edmonds and Lillian Claxton. Junior models were Janice Horton, Dana Goforth and Lois Kanya.

Al Horton, president of the Guild and Joe Kanya, principal of the school, are pleased over the addition to the fund which

the returns from the dinner created, making it possible for the school to provide the extras which are needed but not in the regular budget.

NEW C. OF C. OFFICES

Desert Hot Springs Chamber of Commerce will soon move into new quarters in what was formerly the Crosby Building. The new office will occupy quarters at the north end of the building at the southeast corner of First and Palm drive. The chamber, which for several years has occupied the building east of the post office, found itself in need of larger quarters. Julius Nathanson contacted the owner of the building, N. J. Kahn of Washington, D.C. and made arrangements for the chamber rental.

The name of the building has been changed from the Crosby Building to the Warren-Brown Building.

HAM DINNER

The Altar Society of St. Elizabeth's parish, Desert Hot Springs is giving a home-cooked ham dinner at Association hall on Saturday evening, November 27. The public is invited.

NEWS IN BRIEF

Kay Farnum will give an organ recital at the First Baptist church, First and Cactus, on the evening of November 20.

Paul Price, who sold his interest in the El Adobe market here to his partner, Al Horton, is now associated with Harry Chester as a real estate salesman.

Mr. and Mrs. George Kraft and daughter and son-in-law of Los Angeles spent the weekend

Sales Tax Receipts Mount, Parking Meter Take Down

Shelby V. Langford, city treasurer, reported another substantial gain in sales tax receipts for October, well ahead of the corresponding month's collection in 1953.

Last month, the city collected \$5,803 in city sales tax compared to \$4,598 in October last year.

Total for the first four months of the current fiscal year was \$32,883. For the similar four months last year, the total was \$27,286.

Langford reported that since the city sales tax first went into effect in May, 1947, total collections have amounted to \$977,352.

Parking meter receipts for October, however, fell off considerably from the 1953 receipts. There were 540 meters in operation but because of the press of police business, only one collection was made during the month. This accounted for the drop from the similar month in 1953, he said.

Collections from parking meters in October, 1954, amounted to \$535 in the one collection. In October, 1953, \$1,399 was collected.

here with their former tenants, the DoCoibauros.

Helen and Al Young had seven luncheon guests from Santa Ana and Whittier last Sunday.

Mr. and Mrs. Dan Rose have decided to make Desert Hot Springs their home. They have settled in their home on Estrella. While Rose's business takes him away, Mrs. Rose will have the company of her brother from Iowa.

Vi Dinsmore had fourteen guests at her Stanley party last week and won two hostess prizes, a set of Rogers silverware and a hostess set.

Mr. and Mrs. H. M. Tabor of Fifth street spent some time in Huntington Park last week looking after their business interests.

Penn. and friend, Mrs. Harry Kreider of Reading, Penn. are visitors of Mrs. Willett's sisters, Edna, Helvy and Mayme Kingery.

Mrs. John Willets of Ephrata, Mr. and Mrs. Ora Lalwer of El Segundo were callers at the Burmesch home last week.

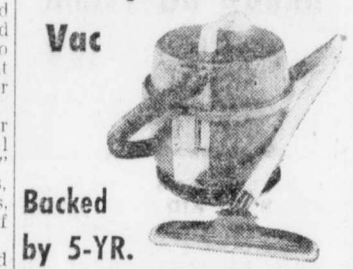
Mr. and Mrs. Victor McLaglen spent some time at Tropical Palms recently.

New Theater Group Formed in Village Area

This week marked the appearance of a new theater group on the Palm Springs scene, with an audition call going out for local actors, actresses, singers, dancers, and back-stage help. The new theater group will be known as the "Palm Springs Desert Theater" and will operate



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ate in the El Mirador hotel auditorium.

The two men who plan to bring year-around live entertainment to Palm Springs in the form of top-flight Broadway shows, are Martin Beck and Tony Montell, who recently moved here with their families from Hollywood. Both played leading roles and Beck was associate producer for the West Coast production of "Kiss Me Kate." This is the show which will be their first production if

The Desert Sun—66 and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, November 18, 1954

all the necessary parts can be filled with local talent. Beck stated he would like to have everyone try-out for the shows, whether they have had previous experience or not. Auditions will be held this Thursday and Friday evening at 7:30 p.m. and Saturday at 1:30 p.m.

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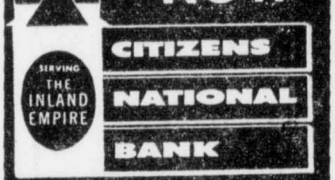


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THURSDAY

MORNING
6:55 2 Give Us This Day
7:00 2 Panorama Pacific
8:00 4 Seven to Eight
8:00 4 Today—Dave Garraway
9:00 2 California Living
9:00 4 Uncle Archie
9:00 7 Breakfast Club
9:30 2 Arthur Godfrey
10:30 2 Welcome Travelers
4 Time to Live
10:45 4 Three Steps to Heaven
11:00 2 Robert O. Lewis
4 Home Show
11:30 2 Linkletter's Hse. Party
AFTERNOON
12:00 2 The Big Payoff
12:30 2 Bob Crosby
1:00 4 Movie—Melodrama
1:30 2 On Your Account
1:45 9 Suspects Wanted
2:00 2 Garry Moore
7 Movie
9 Crosby's Calling
3:00 2 Movie
3:30 2 Strike It Rich
3:45 5 Playcrafters Club
4:00 9 Bill Stulla Show
4:30 4 World of Mr. Sweeney
5:00 2 Space Funnies
4 Pinky Lee
9 Star Time
5:30 2 The Little Rascals
4 Howdy Doody
7 Jack Owens
9 Gene Norman Show
EVENING
6:00 2 Charlie Chase Comedies
6:15 7 News—Chet Huntley
6:25 2 Sports—Tom Harmon
6:30 2 News—Doug Edwards
5 Easy Life
7 Kraft TV Theater
6:45 2 Jane Froman—Songs
9 Captain Video
7:00 4 Meet Corliss Archer
2 Death Valley Days
9 Chance of Lifetime
7:30 2 Name That Tune
4 Dinah Shore
8:00 2 Ray Milland Show
4 Groucho Marx
7 The Mail Show
8:30 2 Climax
4 Justice—Legal Cases
7 T-Men in Action
9 Pro Football Plays
4 Dragnet—Webb
7 Want to Lead a Band?
9:30 2 Four Star Playhouse
4 TV Theater—Drama
2 Public Defender
4 Video Theater—Drama
5 City at Night—Tours
10:30 2 The Falcon
7 Movie
11:00 2 News, Sports, Weather
5 Eye Witness
9 News, Sports, Weather
11:30 2 Movie

FRIDAY

MORNING
9:30 2 Garry Moore—Variety
10:00 4 Ding Dong School
10:30 2 Welcome Travelers
11:00 2 Robert O. Lewis
4 Home Show—Women
11:30 2 Linkletter's Hse. Party
AFTERNOON
12:00 2 Big Payoff—Quiz
12:30 2 Bob Crosby
4 Feather Your Nest
1:30 2 On Your Account
2:00 2 Garry Moore
9 Crosby's Calling
3:00 2 News
3:05 2 Movie
3:30 2 Strike It Rich
4:15 2 Secret Storm—Serial
4 First Love—Serial
7 Make Believe Ballroom
5:15 2 Space Funnies
5:30 2 Little Rascals
4 Howdy Doody
7 Jack Owens
EVENING
6:00 2 Charlie Chase Comedies
9 Movie
6:15 7 News
6:30 2 News
5 Easy Life
7 Playhouse
6:45 2 Perry Como
9 Captain Video
7:00 2 Amos n' Andy
4 Boxing
7:15 5 Popular Science
7:30 2 Person to Person
5 Family Playhouse
7 Rin Tin Tin
8:00 4 Red Buttons
5 Lawrence Welk
7 Ozzie & Harriet
9 Rose Bowl Race
8:30 2 Topper
4 Eddie Fisher
7 Ray Bolger
8:45 4 Moments in Sports
9:00 2 Playhouse of Stars
4 Big Story
5 Western Varieties
7 Dollar a Second
9:30 2 Our Miss Brooks
2 The Lineup
4 Foreign Intrigue
7 TV Theater
10:30 2 Tales of Tomorrow
4 Regal Theater
11:00 2 News
11:15 5 News
11:30 2 Movie

SATURDAY

MORNING
9:45 2 Daily Devotions
10:00 2 Youth Takes a Stand
4 Big Picture
10:30 2 What in the World?
4 Sports Line-Up
10:45 4 Canadian Pro Football
10:55 7 NCAA Football Game
11:00 2 News
11:30 5 Movie
AFTERNOON
12:00 2 Lone Ranger
12:30 2 Movie
1:30 4 Professional Basketball
1:35 7 Post-Game Scoreboard
2:00 2 Winky Dink and You
2:30 2 Contest Carnival
2:30 4 Sports Summary
2:45 4 Music from Hollywood
4 Farms and Gardens
3:30 2 Movie
3:45 4 Your Air Force Theater
4:00 4 Halls of Science
4:15 9 UN Newsreel
4:30 4 Outdoors with Waggy
9 Your Navy Hour
5:00 2 Chronoscope
4 American Inventory
7 Smilin' Ed McConnell
5:15 2 News
5:30 2 Little Theater
4 American Forum
EVENING
6:30 2 Beat the Clock
6:45 7 Big Playback
7:00 2 That's My Boy
9 The Ruggles
7:15 4 Call the Coach
7:30 4 Ethel and Albert
8:00 2 Jackie Gleason
4 Mickey Rooney
5 Spade Cooley
8:15 7 Sports
8:30 4 Place the Face
7 Boxing
9:00 2 Two for the Money
4 Imogene Coca
9:30 2 My Favorite Husband
4 Jimmy Durante
10:00 2 Henry Fonda
4 George Gobel
10:30 2 Willy—June Haver
4 Hit Parade
5 Play Marco
11:00 2 Juke Box Jury
4 News
11:15 4 Best of Hollywood
12:00 2 News

SUNDAY

MORNING
9:00 4 Mr. Wizard
9:25 2 Give Us This Day
9:30 2 Light of Faith
4 Zoo Parade
10:00 2 Lamp Unto My Feet
4 Youth Wants to Know
10:30 2 Look Up and Live
4 Catholic Hour
11:00 2 News
4 Movie
11:15 2 Operation Safety
AFTERNOON
12:00 2 Now and Then
5 Ask the Doctor
12:30 2 Adventures
4 Zoo Parade
1:00 2 The American Week
1:15 9 Celebrity Time
1:30 2 The Search
2:00 2 Omnibus
4 This is the Life
7 Super Circus
9 Pro Football
2:30 4 Teen-Age Trials
3:00 4 Get the Facts
3:30 2 Cavalcade of Books
4 Horrell Gillespie
4:00 2 Chronoscope
7 Gordon's Garden
4:15 2 News
5:00 2 Movie
4 Movie
5:30 2 Gene Autry
7 Dick Tracy
EVENING
6:00 2 You Are There
4 Meet the Press
7 Wild Bill Hickock
6:30 2 Lassie
4 Roy Rogers
5 Chico and Pablo
7 Soldier Parade
7:00 2 Private Secretary
4 Football Highlights
7:30 2 What's My Line?
4 It's a Great Life
9 Playhouse
8:00 2 Toast of the Town
4 Community Chest Show
8:30 9 Mark Saber
9:00 2 Fred Waring
4 TV Playhouse
5 Bandstand Revue
7 Walter Winchell
9:15 7 Martha Wright Show
9:30 2 Honestly Celeste
9 Community Chest Show
9 Football
10:00 2 Father Knows Best
4 Loretta Young
5 Teleforum
7 Break the Bank
9 TV Juke Box
10:30 4 The Hunter
7 The Word Church
10:45 2 Larry Finley
11:00 4 News
11:15 4 News



A BRIGHT NEW FRESHNESS greets your eyes and tells you: Buick's done it again.

You see it in the bold distinction of that gleaming Wide-Screen Grille. You see it in the rakish sweep of the rear-end contours. You see it in the whole fore-and-aft newness of fleet-lined grace that marks Buick the beauty thrill of 1955.

New horsepower—up to 236

You learn more when you get the power story. Up to new peaks go the horsepowers of every Buick V8 engine—a wallowing 188 hp in the low-price SPECIAL—a mighty 236 hp in the CENTURY, SUPER and ROADMASTER.

And it's new, more responsive, far abler power you can literally feel as you go.

But even bigger Buick news for

1955 is something more than style and power. It's what the "variable pitch propeller" now has done for Dynaflo Drive.

Up goes performance—and gas mileage too

When you find it necessary to push the pedal to the floor board, you do more than call on the greatest high-compression V8 power in Buick history.

You do what a pilot does when he heads his plane down a runway.

You do in oil what he does in air—you cut down take-off time by using "variable pitch propellers."

In this case, the propeller blades are inside the Dynaflo unit. But they're engineered to swivel or change their "pitch" just like plane propellers—and with the same

result: one pitch for getaway, another pitch for gas-saving fuel efficiency.

And what you get in the way of instantaneous safety—surge with absolute smoothness, you can only believe when you feel it.

This you have to try

Of course, we want you to come and see the trend-setting new Buicks—look into the betterments in gasoline mileage that add new thrills to these spectacular cars.

But this year, "seeing" is only the beginning. So—while you join the crowds viewing the new Buicks this week end, make a date to get behind the wheel as soon as you possibly can. We promise you the thrill of the year.

*Standard on Roadmaster, optional at extra cost on other Series.

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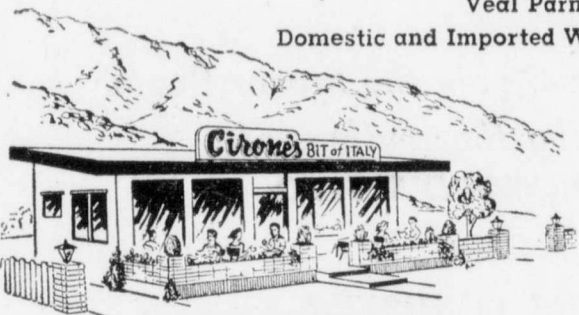
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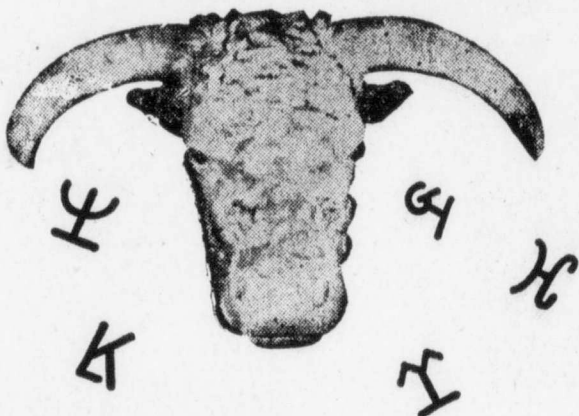
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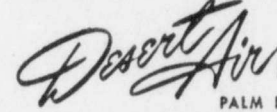
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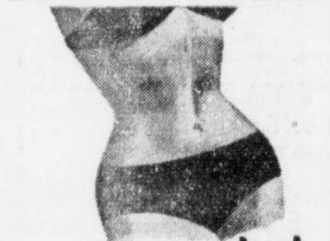
Sun Classified Bring Quick Results

Villagers Donate 20 Pints of Blood

Twenty pints of blood were donated at the visit of the Riverside-San Bernardino two-county Blood Bank at Desert Hospital Monday. Administrator Robert Henwood reported.

There were three additional persons who wished to donate blood, but they were turned down because of minor illnesses.

Quota for the monthly visit of the Bloodmobile is 25 pints.



Umm, what a tan!

...a lovelier tanned you — now so easy with Jan... creamy white Jan Sun Lotion or glowing bronze Jan Sun Oil. Be sure it's Lanozized Jan — proved by millions — remember, Jan helps preserve your tan...

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S & H Green Stamps

Buick Executive Predicts Strong Upturn in Business

Ivan Wiles, general manager for Buick division of General Motors and vice-president and director for GM, was in Palm Springs at the Desert Inn last week with a Buick division camera crew, photographing the new 1955 Buick under ideal light and climatic conditions.

"The advantages of Palm Springs from a weather standpoint, brought us here," he said.

While here, Wiles said that Buick Motor Division will sell more than a half million cars in 1954 and that the year will be the second best in the company's history.

WILES, HERE as a guest of George Robertson, Buick dealer, also forecast a banner year in 1955 and said his division would set a new record in retail deliveries. Buick's present all-time sales record was set in 1950 when 556,000 new cars were sold at retail.

Wiles said that the business decline definitely has ended and prospects are that business will improve in 1955.

Wiles based his optimistic outlook on three factors:

1. Consumer purchasing power after taxes continues to gain.
2. A daily population increase of 7,700 persons assures a growing demand for automotive transportation.
3. Technological advances make possible greater values for the dollar than ever before.

WILES NOTED that total industry sales declined four percent during the first eight months of the year, while Buick's sales in the same period increased 11 percent.

"Buick has climbed to the highest percentage of industry in our generation," he said, "and we will end the year firmly established in the long-coveted third place position."

WILES ASSAILED critics who preach that "the automobile industry is 'suffering' from overproduction."

"It is just like saying that America 'suffers' from a high standard of living," he said.

"The production level of the automobile industry bears a close relationship to the economic welfare of our country," Wiles added. "If the automobile

industry were to eliminate willfully some such figure as 20 percent of its annual production, the decreased employment resulting therefrom would automatically reduce the ability of the retail market to purchase this smaller volume of cars.

"It would mean a layoff of automobile workers, of steelworkers, of rubber workers, of glass workers, and so on out through something like 20,000 suppliers to the automobile industry. The chain reaction, resulting from such widespread layoffs would have a disastrous effect on the entire economy."

AUTOMOTIVE PLANTS. Wiles said, "produce two products of great importance to the economy—horsepower and purchasing power."

Wiles said Buick will have completed its portion of General Motors' billion dollar expansion program early next year when all of its plant facilities will be balanced out to produce more than 500,000 cars annually without excessive overtime.

Wiles noted that since 1941 Buick has nearly doubled its plant capacity in Flint, from 630,000 to approximately 9,000,000 square feet.

Employment since that time has increased from 16,000 to 28,000 he said.

Rancho Mirage

Gov. Goodwin Knight's daughter Marilyn, Mrs. Robert Eaton, and husband, Robert Eaton, were guests of Mr. and Mrs. A. Ronald Button at Rancho Mirage on the weekend of November 6 and 7.

At the same time her father, Gov. Knight and the First Lady of the State, Mrs. Knight were vacationing in Palm Springs at El Mirador hotel.

The Gov. and Mrs. Knight spent some time in Rancho Mirage with their daughter and her husband, eight or ten guests, and A. Ronald Button. At that time they were given a sneak preview of the multi-million dollar development program which is now underway in Rancho Mirage.

Mr. and Mrs. Robert C. Kirkwood (re-elected state controller of California) just concluded a visit as guests of A. Ronald Button at the Rancho Mirage Apartment hotel. Mr. Kirkwood was here for the purpose of speaking at a session of the Assessors Convention which took place in Palm Springs.

Mr. and Mrs. Adrian Schwilek acted as host and hostess at a cocktail party on Saturday evening. Among those who attended were Messrs. and Mmes. Dudley Steele, Rudd Hackborn, Tom Brown (Mrs. Brown was unable to attend), Dr. Robert Morreys, and Joe Moons. After the party the group attended the opening of Thunderbird.

Tax Bills

Up to Owners to Know When Due

County Tax Collector V. M. Hyde warned recent purchasers of property in Riverside county that it is their responsibility to know when their taxes are due.

Owners who have purchased property since March 1, 1954, will not receive a tax bill. The bill will go to the owners of record on that date.

She said new owners should contact her office with a description of their property if the previous owner has failed to forward the original tax bill. A duplicate bill will be sent.

First half installment of 1954-55 taxes became due November 1 and will become delinquent December 10.

Second half becomes delinquent April 10.



IVAN WILES, above, general manager for Buick and vice president and director of General Motors, had camera men from Buick division of GM here last week to photograph the new Buick under ideal light and climatic conditions.

The Desert Sun—8b PALM SPRINGS, CALIFORNIA Thursday, November 18, 1954

Harris Resigns as Indian Officer

Henry Harris Jr. has resigned his position as assistant area director of Indian Affairs, Sacramento, effective November 9, to enter the contracting business in Berkeley.

Succeeding him will be James Lowe, who has been associated with the Indian Bureau in Washington, D.C. He will assume his new duties December 1.

Harris is well known in Palm Springs, having been a frequent visitor here in connection with Indian affairs.



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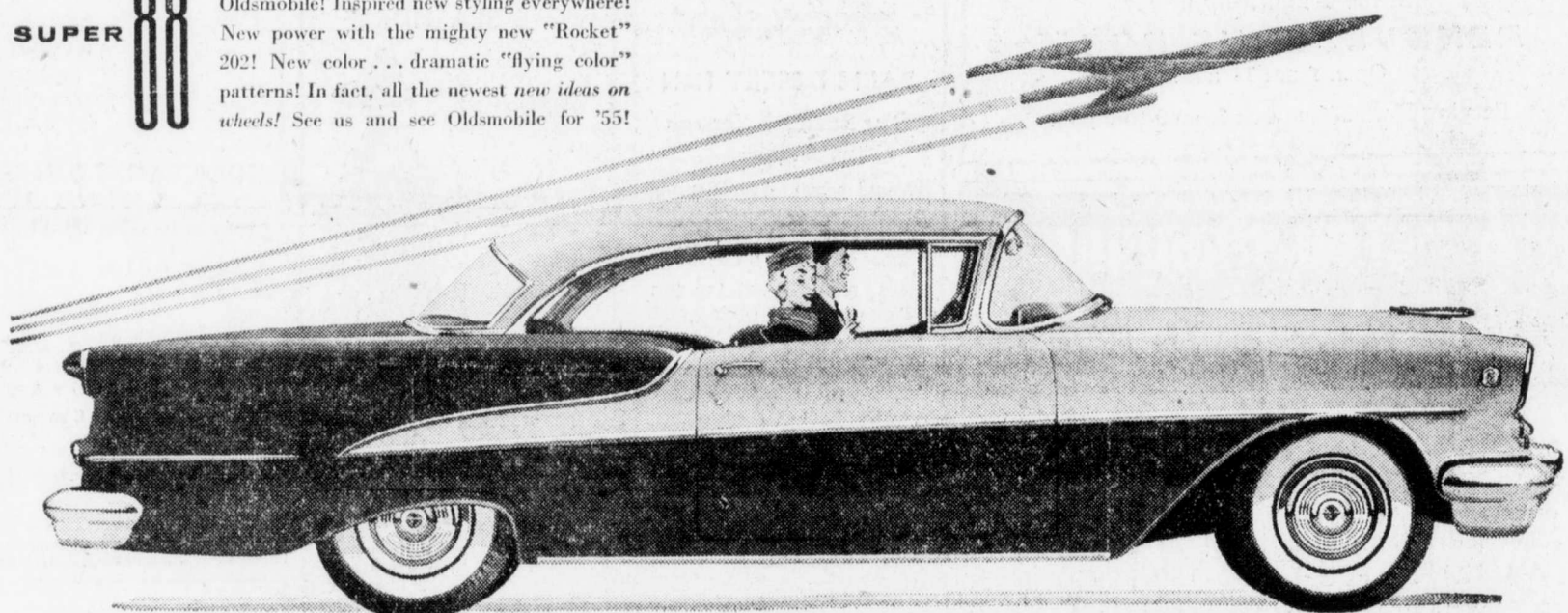
BOB HOWARD, Owner

BILL WHITE, Manager

OLDSMOBILE ROCKETS INTO '55 with Flying Colors!

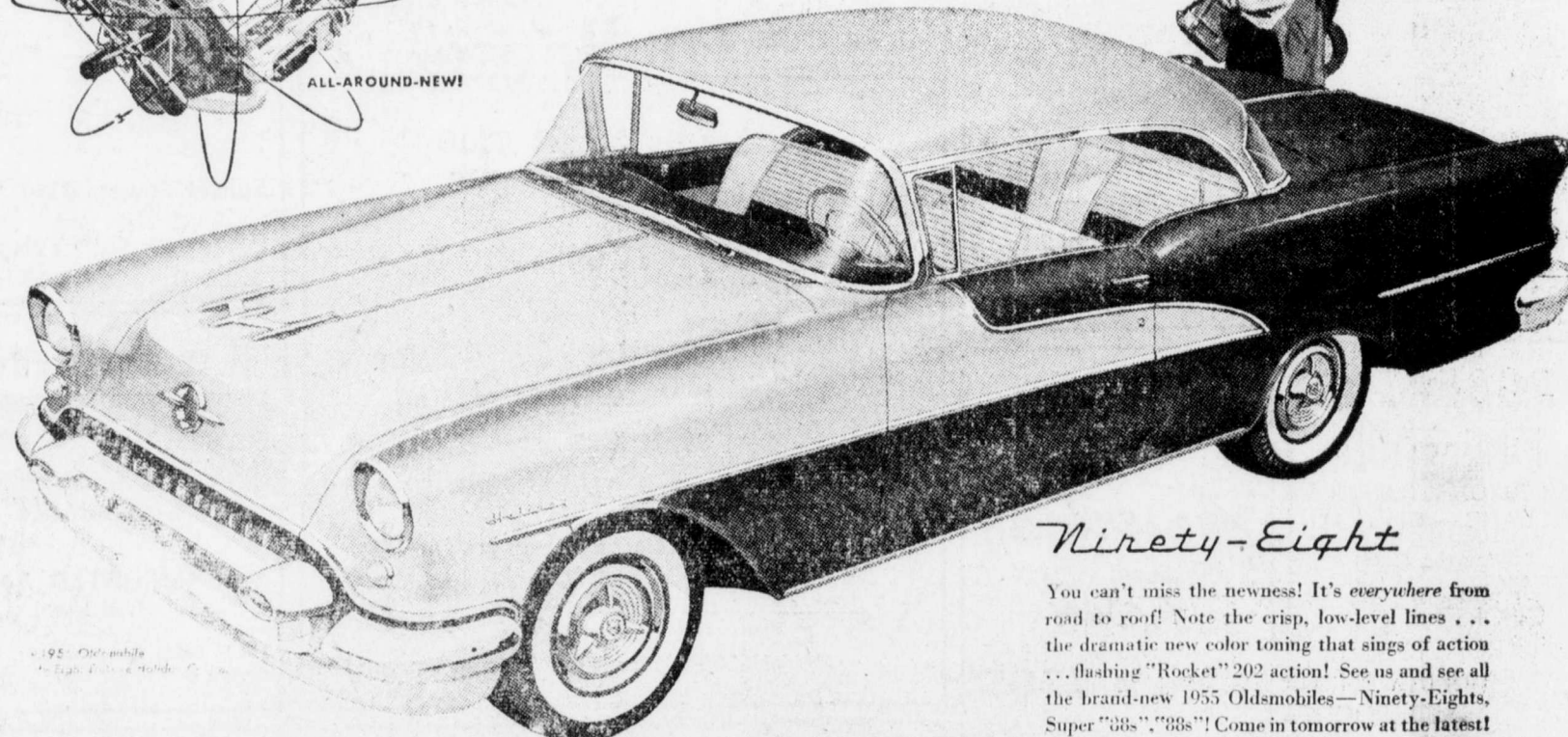
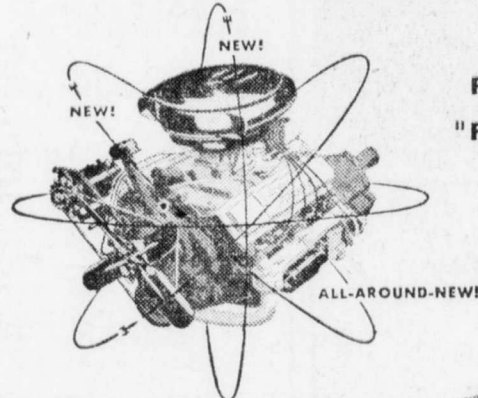
SUPER

Never so new as now... never so far ahead! It's the dazzling, all-around Super "88" Oldsmobile! Inspired new styling everywhere! New power with the mighty new "Rocket" 202! New color... dramatic "flying colors" patterns! In fact, all the newest new ideas on wheels! See us and see Oldsmobile for '55!



New 1955 Oldsmobile Super "88" Holiday Coupe. A General Motors Value.

POWERED BY THE NEW "ROCKET" 202 ENGINE!



Ninety-Eight

You can't miss the newness! It's everywhere from road to roof! Note the crisp, low-level lines... the dramatic new color toning that sings of action... flashing "Rocket" 202 action! See us and see all the brand-new 1955 Oldsmobiles—Ninety-Eights, Super "88s", "880s"! Come in tomorrow at the latest!

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PLAZA MOTORS

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(Jim Frey Photo)

IN THE MOOD for El Mirador's gala opening party Saturday night Trav Rogers climbed a ladder to hang a cluster of bright-colored balloons. Watching and lending advice are, left to right, Mrs. Henry Busse, wife of the orchestra leader, Mrs. Carl Soderberg and Mrs. William Perlberg.

El Mirador's Opening to Draw Social and Cinema Throng

The lighted tower of the Stars will be the magnet Saturday night drawing Palm Springs socialites and Hollywood names to the formal opening of El Mirador. El Mirador Room, always beautiful, is expected to be a gala scene as glamorously-gowned women and their escorts dance to the music of Henry Busse and his orchestra or to the smooth music of Daryl Harna and his six-piece Latin orchestra. For the third annual opening El Mirador is providing continuous music, with two orchestras.

Manager Frank Bogert, starting his first full season, is expending every effort to make this opening one of the greatest in a long list of outstanding events at El Mirador.

Reservations are still pouring in and El Mirador Room should be filled to capacity with diners and dancers. Many hostesses are planning to meet their guests in the Kiva Room for cocktails in advance of the dinner.

Mr. and Mrs. William Perlberg will be hosts to two tables of guests. Among them will be Jane Wyman, Irving Berlin, Joseph M. Schenck, Louella Parsons, Dorothy Manners and her husband John Haskell, the Jack Bennys, Bing Crosby, Mrs. Carl Soderberg, George Montgomery and Dinah Shore.

Mr. and Mrs. Montague Herbert will be hosts to the following dinner guests, meeting first in the Kiva Room for cocktails and hors d'oeuvres: Mr. and Mrs. William B. Malouf and their houseguests the Chester Garfields and Mrs. Arthur Bergh, Bertine Treat and her escort, the Joe Froggatts, John McClure and Edwin Fallgrens.

Mr. and Mrs. Robert Bonesteel are entertaining Mr. and Mrs. John Fitzgerald, and their daughter Mrs. Marian James, who is here from Buffalo, Mr. and Mrs. Ward Risvold, Mr. and

Sheptenkos Celebrate Their 18th Anniversary

Mr. and Mrs. Peter B. Sheptenkos celebrated their 18th wedding anniversary Saturday evening with cocktails at El Mirador and dinner at the Doll House. Making the rounds, they visited Don the Beachcomber and then wound up at The Tennis Club where they encountered George Gannon. They are competitors in the real estate business today but, 18 years ago when the Sheptenkos were married, Gannon acted as best man.

Mrs. William Rashall, Mr. and Mrs. Bill Crawford, Mr. and Mrs. Dick Vander Veer.

At a no host table will be Mr. and Mrs. Trav Rogers, Mr. and Mrs. William Gargan, Phil Harris and Alice Faye, Mary Hurrell, and the Jack Kenastons.

Bill and Helen Reichel will host a table, as will Ray Ryan who arrived in town Tuesday night.

Lee Anderson will be with

John and Audrey Gillin. Among others expected to attend are Mr. and Mrs. Charles Farrell.

Mr. and Mrs. Milt Hicks, the Barney Hinkles, Lou Manseaus, James V. Malones and John Dawsons, Reuben Fleets, Dr. and Mrs. Frank Purcell, Mr. and Mrs. Dexter Blau, the Graham Orleys.

James Ross Stuart (president of the Grain Exchange of Minneapolis) is hosting a table of eight guests.

Jayne-Renee

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DRESSES

JUNIORS, MISSES, WOMEN'S

— Half Sizes and Petites —

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Smart Resort Wear
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THE DESERT SUN

and PALM SPRINGS NEWS

Page 1-c Palm Springs, California, Thursday, November 18, 1954 3rd Section

Around Town

with Hildy Crawford

A pink dazzle of radiance . . . El Mirador will glow with lights . . . for its formal opening Saturday night . . . From the lighted tower to the illuminated palm trees in the garden . . . from the leaping flames in the circular fireplace in the lobby . . . to the splendor of El Mirador Room . . . all is in readiness . . . and it has never looked more beautiful . . . In keeping with the setting are the lavish preparations for the opening . . . including a superb menu . . . and continuous music . . . furnished by two name orchestras . . . Here in one opulent package is a fitting climax . . . to all the openings that have starred the calendar these past two months.

There will be something new at the Harpers Bazaar fashion luncheon . . . at the Racquet Club Saturday . . . Lee Anderson, who dreamed it up, is calling it the Wolf Table . . . She has asked Jimmy Van Heusen, Phil Harris, Greg Bautzer, Bill Powell . . . George Cameron, Ray Ryan, Hoagy Carmichael . . . John Gillin and Bob Howard to sit at this table . . . They are supposed to judge the most glamorous model . . . and the best gown in the show . . . So if you hear wolf whistles . . . you'll know where they will be coming from . . .

Mr. and Mrs. Wilson Gibbs of 591 North Sunrise . . . are expecting their daughter's family . . . Dr. and Mrs. H. A. Hadjun and four children from Brentwood . . . and Mrs. Gibbs' brother and sister-in-law, Mr. and Mrs. J. S. Richards of Lancaster . . . for Thanksgiving . . .

Jack and Buddy Bligh are back at their Thunderbird home . . . Jack, who was quite sick this summer . . . is recuperating from an operation . . .

Eve and Bill Brooks are down from Vancouver . . . and opened their Paseo de Arnas home quietly a couple of weeks ago . . . Eve was looking very striking in a black and white gown at the Racquet Club Sunday night . . . Enjoying the Sunday night buffet with them was Donald Cromie of the Vancouver newspaper family . . .

Here from Omaha

Mrs. Richard Young and twin daughters Daphne and Dianne arrived Tuesday night from their home in Omaha, Nebraska . . . With them at the Young's Smoke Tree home are . . . Mrs. Jasper Hall of Omaha.

and Miss Carolyn Nardyz of Kansas City . . .

Mrs. Arthur Bailey entertained them at luncheon at Thunderbird on Friday . . . including Mrs. Oliver Jaynes and Miss Janet Jaynes in the party . . . Daphne, Dianne, Carolyn and Bea Bailey were all together on a student tour to Europe this past summer . . . Daphne is to be a December bride, marrying Harris Poley . . .

The E. H. Robertsons (she was looking very chic in a black velvet dinner gown) entertained their houseguest . . . Everett Orr of New York City . . . at cocktails and dinner at the Tennis Club Saturday evening . . . Orr is vice president of the Bankers Trust company of New York . . .

Bill and Betty Bannerman and their daughter Terry are here for a week's rest . . . before going up to San Francisco for the game this weekend . . . They plan to come back down to their Highland drive home for Thanksgiving . . . and will have with them her father Dr. Rufus Von Kleinsmid and her son Bill Potts . . .

They are getting ready to build a new house here in Sun View Estates up near Deep Well . . . and Betty is keeping extra busy with preparations for this year's Ruby Ball . . . which she will chairman . . . Art Linkletter is to be emcee and a fabulous collection of jewels will add sparkle to the spectacular affair . . .

Hoss Opera

Along with Walt Disney's "Vanishing Prairie" . . . which opens November 24 at El Paseo theater . . . will be the color movie of the Desert Riders on (More on Page 5c)

Shower is Given for Mrs. Herbert

The Lanai Room at the Tennis Club took on a pink and blue decor last evening when it was the scene of a shower for Mrs. Keith Herbert. Central decoration for the refreshment table was a manzanita tree a-bloom with pink and blue balloons and booties.

The attractively wrapped gifts were piled in a garden cart, and the trio of hostesses, Irva Dodd, Bettie Lacy and Lorraine Hills, welcomed the arriving guests. An appropriately decorated cake was served with punch and coffee.

The guest list included: Mmes. Gavin S. Herbert Sr., Gavin S. Herbert, Sam Taylor, Austin McManus, Walter McManus, Janice Chacoin, C. H. Woodmansee, H. C. Moseley, Anita Haskell Jones, C. Thurston Chase, Mary Hurrell, Howard Morris.

And Mmes. H. W. Burns, Jimmy Cooper, Si Slocum, Kay Salndon, Cliff Campbell, Dan Stitch, William Brill, Jack Boyer, James Pierce, Jack Shulman, Lester J. Wilson, Ruby Whidden, Frank Ewing.

Also: Mmes. William Ford, Muriel Wilkerson, Norman Haber, William Adolph, Jim Chandler, J. C. Gerhart, Al Crawford, Ruth Sougey, Dorothy Levin, Edna Keefe, Harold Waltz.

And: Mmes. Ed Myerson, Dean Cook, John Parks, Morrie Libott, Bud Kinneman, Edith Lake, Mildred Potter, and Misses Helen Peterson and Mary Nelson.

School Group Entertained

Beth Mills was hostess to thirty high school friends at a Saturday night patio barbecue and dance at her home on San Rafael place.

Jaci Sale won the door prize which was a \$2 bill autographed by each guest.

Little Folks Cottage
Home of the unusual in children's clothing
111 N. Palm Canyon Dr.
in the Desert Inn grounds

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates).

November 18
Lions Club, Chi Chi, noon.
Elks Lodge No. 1905, lodge hall, 8 p.m.
Eastern Star, Masonic Temple, 8 p.m.

November 19
Elks Lodge No. 1905, Exalted Ruler's fish dinner, Elks lodge, 6:30 p.m.
P.S. Shrine Club Ladies' Night, El Mirador, 8 p.m.

November 20
Gala Opening dinner dance, El Mirador.
Jaycee Variety Show, Palm Springs Playhouse, 8:30 p.m.
Harpers Bazaar fashion luncheon, Racquet Club.

November 22
P.S. Chapter D.A.V., Legion hall, 8 p.m.

November 23
Societist Friendship luncheon, Chi Chi Starlite Room, noon.
Kiwanis Club, El Mirador, noon.

November 24
Rotary Club, Tennis Club, noon.

November 25
Thanksgiving

Mr. and Mrs. Wendell Hunt arrive tomorrow at Ingleside Inn and plan to remain here over Thanksgiving.

Denslows

Our 17th Season
on the
Desert Inn grounds

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CHRISTMAS CARDS

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away from Palm Springs
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KCMJ — Wednesday, 11 P.M.

"Your Desert Hour"

KPAL — Sunday, 2 P.M.



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Fashion's newest . . . and FLEXEES creates it. Lovely embroidered nylon sheer and light foam rubber reinforcing in the underwired cups . . . for lovelier fashionable curves. It's so versatile, you'll wear it for every occasion. Be fitted today.

White and black. Sizes 32-36; A and B cups. **\$5.95**

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Hattie Carnegie

Charbert \$1.50 - \$20.00

Ecusson of Jean d' Albre \$5.00 - \$32.50

Schiaparelli \$2 - \$32.50

OMY of England

Knize Ten \$3.75 - \$37.50

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Dorothy Gray

Jean Nate

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Fine Accessories for Men and Women

Brushes by KENT of England

(including the excellent new brushes for Cashmeres)

Manicure Implement Kits in Leather by

Joy of France

\$7.95 - \$25.00

Elegant Grecian cameo plastic travel Jars and Kits

Shower Slippers

Sunglasses by Scientific of France

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a Fresh Shipment of Confections

Sharp's Toffees

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Pascall's Tins and Jars

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Open week days 8:30 A.M. 'til 9 P.M.
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(Anderson Photo)
THREE PATRONESSES for the Harpers Bazaar fashion show luncheon to be staged at the Racquet Club Saturday afternoon under the sponsorship of Dorothy Gray Inc., apportion tickets. They are left to right, Jeane Bailard, Mrs. William B. Malouf, and Mrs. Thomas Fleming.

Mr. and Mrs. Levering Moore are again in the Village to spend the winter months at their home at 251 Lugo road.

For Women at CASUAL AIRE

224 N. Palm Canyon Dr.

The most sensational sandal in America! **Rivieras** by Ripon

Completely washable. In six delicious shades



FOR MEN AT

Ray's PALM SPRINGS 222 N. Palm Canyon Dr.

Harpers Bazaar Style Show to be Staged on Saturday

Harpers Bazaar fashion show which Dorothy Gray Inc. is sponsoring as a benefit for the Mickey Finn Boys Ranch, will be presented Saturday afternoon at the Racquet Club, with TV star Charles Farrell as emcee.

Many luncheon groups are being presented by Palm Springs hostesses. Dorothy Gray will be guest of honor at the party being hosted by Mary Hurrell. The party of 27 will include Mesdames William Powell, Jack Kenaston, Montague Herbert, Trav Rogers, Lloyd Frank, Howard Morris, Edward Silverman, Asher Levy, Joseph Grabner, William Brooks, William Gargan, Oliver Jaynes, Henry Dollard, Dolly Marcuse, Pat Daugherty, Thomas Fleming, Wendell Hunt, Edward Trinz, William B. Malouf, Arthur Bergh, Chester Garfield, Charles Farrell, Norma Pagano, Hildy Crawford and Miss Marjorie Pohl.

Mrs. Harold Murphy will be hostess to a party honoring Mrs. Bernard Bollman, winter visitor from Chicago. In this party will be Mesdames Samuel Means of Tahoe, William Reichel, George Moffett, Reuben Fleet, Harold McAllister and Marguerite Kneels.

At Jeane Bailard's table will be Mrs. John Bailard, Mrs. Harry Dart, Mrs. Don Castle, Mrs. Lloyd F. Head, Mrs. Eleanor Kane and Miss Janet Gunn.

At a no-hostess table will be Mesdames Russell Wade, Jacqueline Cole, Ed Thrasher, C. C. Hutchins, Tom Curtis, Ray Corliss, Margaret Bell, William Barrett, Jeri Kellard, Payne Jennings, William Cody, Virginia McLaughlin, Kay Saindon.

Lee Anderson, who has co-ordinated the show, will have at her table Mrs. Sam Taylor, Mrs. Frank Bogert, Mr. and Mrs. Donald Nelson of Beverly Hills, Ray Ryan, the William Hollingsworths, the John Haskells, Miss Audrey Gillin and John Gillin.

Many other Palm Springs hostesses have arranged tables for this very social affair.

Foremost California designers as selected by Harpers Bazaar will present a smart collection of gowns with hats and accessories by Rex of Beverly Hills.

Dinner for the Carter Ludlows

Mr. and Mrs. Sam Taylor hosted a Saturday night dinner party at the Tennis Club honoring the Carter Ludlows (he is assistant to Lynn Spencer on the L.A. Examiner). The group had cocktails first with Billy and Vicki Malouf.

Besides the guests of honor the party included Tony Sarno of the Hearst organization in New York, Kurt Swift, New York investment broker, Lee Anderson, John Gillin of Dallas, Bill and Hildy Crawford.

Dancing to the music of Tony Rose's orchestra added to the enjoyable evening.



(W. A. Wood Photo)
HOSTING A DINNER at the Desert Inn's Saturday night dinner dance were the Mr. and Mrs. George Holstein, co-owners of the Inn, who had as their guests Mr. and Mrs. George Holstein of Lido Isle. The Holsteins are living at their Rancho Mirage home while their new home at Thunderbird is being built.

Soroptimists Hear Talk on Museum

"Something for everybody" is the slogan for the Desert Museum. Dr. Clarence Smith, museum director, told Soroptimist Club at their Tuesday luncheon meeting at the Chi Chi.

Besides its exhibits which emphasize the immediate locale, the Museum offers field trips and lectures and has assumed an important place in Village life. Last year, Dr. Smith said, set an all time attendance record, with 45,512 persons visiting the Museum. He added that attendance so far this year is away ahead of last year.

Reviewing the history of the Desert Museum and its growth, he told how the site was donated by Miss Cornelia White, pioneer resident, and the Museum was constructed from a surplus building from Torrey General hospital.

Today it houses 13 exhibit cases, a library, an office, and serves as an auditorium for lectures and travelogue filmings, which have been attended by as many as 240 persons, posing a problem of space and parking.

Service Club to Hold Friendship Luncheon Tuesday

Are you lonely? Soroptimist Club is giving a Friendship Luncheon next Tuesday at the Chi Chi, with each member inviting as her guest an older woman, past 65, without club affiliations.

Keyed to the Second Horizons program being sponsored by the American Federation of Soroptimist Clubs, it will test out the need for a senior service club here with the possibility of organizing such a group.

Women who might be interested in such a program are asked to call President Lucille Johnson at 2954, or Dr. Calista Stefan at 3791, before Saturday.

Soroptimist members are asked to make reservations with Mrs. Johnson by Monday.

San Franciscans Visiting Here

M. H. Atikian, noted gem expert, is entertaining in his penthouse apartment on Arenas road, Mrs. E. C. Stewart of San Francisco, and his niece Pat Atikian, who has recently returned from a three month visit in New York. The daughter of Mr. and Mrs. N. H. Atikian, prominent San Franciscans, she plans to spend an indefinite time here in Palm Springs.

On Sunday the Edmund Fernalds entertained the visitors at brunch at their home on Avenida Palmera.

Shrine Club Ladies Night on Friday

Palm Springs Shrine Club will observe Ladies Night with a dinner dance at El Mirador tomorrow night at 8 p.m.

Sam Taylor, president, and Pete Sheptenko, secretary, said today that visiting Shriners and their guests are welcome to attend. Reservations should be made through D. B. Carlin, past president.

Jimmy Cavett is chairman of the committee arranging for the dinner dance.

Four Clubs to Meet for Annual Party

The Inter-Service Club dinner dance will be held at the Chi Chi on Wednesday evening, December 1 at 7:30 p.m.

Members of Kiwanis Club, Soroptimist Club, Lions Club and Rotary Club, with their husbands and wives, participate in this event which has become an annual affair.

Clubs alternate in the role of host club, with Kiwanis in charge of this year's event.

Planned as a social affair for get-acquainted purposes, it is becoming the highlight of the club season. In addition to the dinner dancing the full Chi Chi show will be presented.

Tickets for the dinner dance will be secured through the four clubs.

The Desert Sun—2c and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Thursday, November 18, 1954

Fete Birthday of Mrs. Leonasio

Twelve friends gathered at the home of Mrs. Jennie Leonasio Thursday to honor Mrs. Tess Potter on her birthday. Tables were decorated in autumn colors and place cards were fashioned of russet oak leaves.

Those sharing the happy occasion were: Mrs. Emily Gustas, mother of the honoree, here visiting from Chicago; Mesdames Helen Morris, Louise Fumel, Lola Wacek, Vera Langston, Mary Sullivan, Mary Pickell, Edith Goldberg, Mildred Veano, Miss Estelle Schiller, and Miss Florence Schiller.

CARTHAY MORTGAGE CO. announces Funds to purchase or make 2nd Trust Deeds in Palm Springs area. For information write to—**Carthay Mortgage Company** 6399 Wilshire Blvd. Los Angeles 48, California or call YOrk 1171



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Relaxing Treatments

French facials and muscle toning by Simone of Paris.

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Keep them Singing with **Quality food** at prices that keep you happy! from **THE PALM CANYON MARKET**

CHOICE	MEATS	ECONOMY
AGED BEEF	AGED BEEF	
LOINS 75¢ lb	T BONES 79¢ lb	
Cut Up for Your Deep Freeze	TOP SIRLOIN 98¢ lb	
BONELESS STEWING BEEF 49¢ lb	TOP ROUND 59¢ lb	
SPRING	Ground Chuck 49¢ lb	
Leg of Lamb 59¢ lb	Fresh Fryers 49¢ lb	
Filet Mignon \$1.49 lb		
ORDER YOUR FRESH DRESSED TURKEY TODAY		

Fresh Vegetables
YAMS 2 lbs. 29c
RUSSET POTATOES 6 lbs. 23c
FRESH Cranberries 19c
TOKAY Grapes 2 lbs. 19c
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A. B. C. BEER 6 for 87¢

HOSTESS Wax Paper 23c

BAEO CLEANSER 2/25c

GUEST SIZE 4 for Ivory Soap 25c

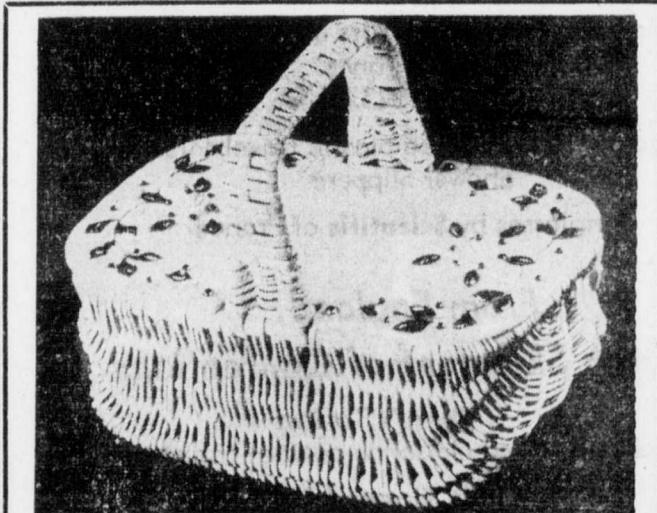
AMMONIA 26c Quat

SAVE 10¢ WITH COUPON ON PAGE Allsweet MARGARINE 34¢ lb

LIBBY'S—2½ can		M. B. J. RICE 19¢ lb
PUMPKIN 2 for 29c		JELLO 3 for 25c
S & F WHOLE—32 oz.		LARGE SIZE
SWEET POTATOES 32c		HI HO CRACKERS 32c
OCEAN SPRAY		DEL HAVEN
CRANBERRY CAUSE 21c		CHUNK TUNA 25c
ELBERTA FREESTONE—2½ can		TOWN & COUNTRY
PEACHES 25c		NAPKINS 28c
KELLOG'S		
SHREDDED WHEAT 18c		



(Desert Sun Photo)
MR. AND MRS. GEORGE L. STIFF, parents of Mrs. Clinton Fox, celebrated their Golden Wedding anniversary on Saturday. They were feted at a reception given at the Fox home on So. Calle Marcus.



New, bright note to swing from your arm... to accent your resort costumes. Shells, posies or fruit at \$4.98*. others embossed with assorted jewels and Dresden and lined with dainty prints or brocade at \$10.98*.

Adrian's Gift Shop 134 S. Palm Canyon Dr. — next to Plaza Theatre Open Sundays, and of course, no additional charge for our beautiful gift wrapping. * plus 10% Federal Tax 35 Shopping Days 'til Christmas

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CHARCOAL BROILED STEAKS OF YOUR OWN CHOICE

PALM SPRINGS Biltmore 1000 INDIO ROAD PHONE 2357

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Flemings Hosts for Cocktails and Dinner Party

Mr. and Mrs. Thomas Fleming entertained Sunday night at one of a series of intimate dinner parties which they are giving this season.

Guests gathered first at the

Fleming home on Via Lola for cocktails going on to the Racquet Club for the Sunday night buffet and dinner dance. Besides their son, Bud Fleming, guests included Mr. and Mrs. George Roberson, Mr. and Mrs. Dick Edwards, Mr. and Mrs. Earl Cordrey, Mr. and Mrs. Dolph Oberfelt (who have taken the penthouse at the Colony and will be here until next June with the exception of a two month oriental cruise), Anne Thompson Smith, Marie Verheyen, Hildy and Bill Crawford, Mr. and Mrs. Pat Daugherty joined the group for cocktails.

Lehrfelds Host

Mr. and Mrs. Alfred Lehrfeld were the hosts at a small dinner at Don the Beachcomber on Friday night.

Their guests were Mr. and Mrs. Hy Finerman, Mr. and Mrs. George Morris and their two daughters.



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FOR THE ENTIRE FAMILY

Special Sale for Western Week

All Leading Brands of Frontier Wear

\$4.95 and \$5.95 Shirts — New Stock

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"Western Wear for Westerners —

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After 20 Years Ill Health Forces THE SHOP OF CHARM

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EVERYTHING 1/2 PRICE

Cut your Christmas Gift
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Antique and Costume Jewelry

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ALL AT 1/2 PRICE

Hurry while the selection is good

THE SHOP OF CHARM

188 NORTH PALM CANYON DRIVE



(Anderson Photo)

THE TENNIS CLUB'S Sunday night buffet was the occasion for a dinner party given by Columnist Louella Parsons. Guests are, left to right, Songwriter Jimmy McHugh, Miss Parsons,

George Cameron, Sara Shane and her husband, Bill Hollingsworth, Lee Anderson, John Gillin of Dallas, Texas, Dorothy Manners and her husband, John Haskell.



(Anderson Photo)

HAVING FUN at the Racquet Club Saturday night was this threesome. John Merriek, on left, the young actor who was in the New York production of "Stalag 17" and is now screen testing, with him is charming Lenni Johnson and Harold Lloyd Jr.

Woman's Club Enjoys Fine Program on Stephen Foster

"The Romance of Stephen Foster" was the outstanding feature at the regular meeting of the Palm Springs Woman's Club Monday afternoon.

The delightful program of the life and music of Stephen Foster was presented by three charming artists: Karin Bigler, concert harpist; Lynne Shannon, narrator, and Hendrik de Boer, tenor. With the narrator telling the intimate stories behind the compositions, such all-time favorites as "Jeannie with

the Light Brown Hair," "Beautiful Dreamer," "Swanee River," and many others, were played and sung by Miss Bigler and Mr. de Boer. The entire program was done most effectively without the usual references to notations and music.

A short business session was conducted by Mrs. Boyd Andrews, club president, at which time several new members were welcomed.

Mrs. George Mannington was tea chairman. She was assisted by Mesdames Alma Koors, Herbert Burns, Albert Renier, Clarence Woodmanson, L. C. Lewis, Ruby Edick, Wilson Hall and Margaret Hekel. Mrs. William McCarty was in charge of the tea table and clubhouse decorations.

Family Night Proves Fun at Thunderbird

Thursday night is Family Night at Thunderbird and threatens to become one of the most popular in the week.

Corned beef was the specialty last Thursday night when Ralph Singer took over as Honorary Maitre d' and Sam Taylor was Honorary Chef.

A good crowd of members and guests enjoyed the spontaneous entertainment. Hoagy Carmichael played and sang. Governor Simpson of Wyoming was there with his son and the latter sang a couple of Western songs.

Tonight Bucky Harris and Phil Harris will act as Honorary Chef and Maitre d', with more fun in store.

Visitors Here from the East

Mr. and Mrs. Henry Z. Persons of Brattleboro, Vermont (he is president of the Brattleboro Trust Company Bank), with Mr. and Mrs. Arthur Pinkham of New York and Brattleboro, came to visit Miss Gertrude Hunt.

Eastern Star to Meet Tonight

The regular stated meeting of the Palm Springs Chapter 576, Order Eastern Star will be held at the Masonic Temple this evening at 8 o'clock with the newly installed officers in their stations. All visitors and members are cordially invited. For the benefit of the many visitors the address of the Temple is 1006 East Ramon road, Palm Springs.

Half the fun of Christmas is finding the unusual, new and interesting in gifts for your friends.

We invite you to critically inspect our fireplace and barbecue accessories, decorative and usable ash trays, Christmas decorations and many other interesting gift items from \$1.

Your Fireplace Decorators

**Mike's
Fireside & Gift Shop**

171 North Indian Avenue

Are you eligible to become a member of our STORK CLUB?

We have added a Maternity Department featuring

the Desert's

"Casual living trend in clothes for those Expecting"

We hope you like it.

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140 North Palm Canyon Drive
across from the Desert Inn
Phone 5107

FREE! "Party Size" Bottle of...

SQUIRT
Never an After-Thirst

Present this valuable coupon to
YOUR FAVORITE DEALER
(The usual deposit will be required).

This offer expires Dec. 1, 1954

SQUIRT BOTTLING COMPANY of San Bernardino

WHEN YOU SEE US
DON'T THINK
Insurance
BUT
WHEN YOU THINK
Insurance
SEE US

Weingarten & Hough
Insurance Counselors
THE PLAZA
Phone 2788

The way most fishermen catch a fish is by the tale—McCall Spirit.

Beauty is sometimes only skin deep—Elkhorn (Wis.) Independent.

The Desert Sun—3c
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Sun Ray Beauty Salon

Distinctive Hair Styling
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Palm Canyon Drive

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FEEDER SPOON



CHILD CUP

2-Piece Baby Set . . . \$ 5.00
Feeder Spoon . . . 3.00
3-Piece Child Set . . . 10.00
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(not illustrated)
Baby Set and
Feeder Spoon . . . 8.00
Cup and Baby Set . . . 12.50
6-Piece Child and
Baby Set . . . 18.00

Children's silverware in the Damask Rose* and Lasting Spring* patterns. Ideal gifts for all the youngsters. Prices include Federal Tax.

Charge Accounts Invited

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144 So. Palm Canyon

Opposite Bullocks

Open Fridays until 9 P.M.

Secret Map to A TREASURE of Fun and Good Food



STOP!

Don't buy any '55 car
until you see the All
New 1955 Mercury

Coming Thursday, December 2



(Gayle Studio Photo)

AT SHADOW MOUNTAIN Club's opening party Saturday night were many gay parties. Pictured here are Edith Eddy Ward, J. Nelson Kelly and Mrs. Bill Lear. Mr. Kelly is manager of Lear Aircraft.

McBrides Host Party Honoring Portland Visitors

Dr. and Mrs. William C. McBride entertained thirty friends at cocktails Tuesday night at their home at 5 Palomino road, honoring a group of friends who are down from Portland to play in the Thunderbird tournament.

Honored guests were Mesdames George Black, Holt Berni, Carl Charm and Manley Treece. The husbands of Mrs. Charm and Mrs. Treece are coming down today to join them here for a 10-day stay. The husbands of the other two women will meet them in San Francisco tomorrow to go to the Saturday game.

Have Food Sale

A food sale next Saturday morning and all day November 20 at the entrance of the Plaza theater will be held by the Woman's Circle of the Community church.

Donations of home-made foods will be greatly appreciated, and can be taken to the sale at any time Saturday morning. The most needed articles are pies, cakes, cookies, nut bread and small meat loaves.

Mrs. John Williams heads the committee in charge. Others are Mrs. George Davies, Mrs. Gordon Nicholson, Mrs. Stanley Sarnake and Mrs. L. W. Keck.

NEW

and Just Arrived
Men's

Long Sleeve

SPORT SHIRTS

Plain and Fancy Patterns. Many to choose from.

SPECIALLY PRICED

\$2.98 to \$4.95

MARTY'S SAMPLE SHOP

178 S. Indian Avenue
Free Parking — Phone 5505

Dining Room Popular as Meetingplace

The sunshiny yellow dining room of Oasis hotel has been the setting for a number of luncheons recently. Tuesday noon members of Palm Springs' OESda Club held their regular luncheon, and before the social hour the group held a nominating meeting for next year's officers. Presiding was Mrs. Helen Curtis, president. Among the 40 members of Eastern Star and their guests attending were this year's slate of officers including: Anne Purnell, vice-president; Hanna Laurie, treasurer; Helen Long, secretary; and Georgianna Raymond, recording secretary.

After the luncheon and meeting the ladies met in the Oasis card room for an afternoon of bridge. Oasis' golden dining room was made even more aglow when the 51 legal secretaries met for luncheon and each one had a huge yellow chrysanthemum pinned to her shoulder. Gayle Shirley, president of the Riverside County branch of Legal Secretaries association, presided. Judge Hilton McCabe, of Riverside Superior Court at Indio, was main speaker, and the long man honored by the group was Eula Mae Jett, founder of the organization 25 years ago in Long Beach. Her small beginning in assembling the legal secretaries, has led to a national organization of many hundreds of women representing their line of work.

Among those staying at Oasis hotel are: Mr. and Mrs. Thomas E. Keating, Los Angeles; Mr. and Mrs. Sheldon Gollison, Sherman Oaks; Mr. and Mrs. C. E. O'Brien, Whittier; Mrs. John L. Besser and Mrs. Jay C. Hills, Oxnard; Mr. and Mrs. Fred W. Kullikin, San Rafael, and others.

Wallichs Dine with Visitors

Mr. and Mrs. Glenn Wallichs of Hollywood (he's president of Capitol Records) were dining at Don the Beachcomber with the L. J. Browns of London, England and the B. C. Bonrights of Encino.

The William Brooks and Richard Fowels were a foursome, and Eddie Cantor was in with his agent, Jack Cannon.

Among other visitors over the weekend were the Harpo Marxes, Hoagy Carmichael, Louella Parsons, Jimmy McHugh and the John Haskells, the Max Factors Jr., Ed Hough-ton and Bob Bonesteel, Joel Gray (he just closed at Ciro's) with Andre Phillippe and Ann Savon.

The Desert Sun—4c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Club Goes on Tour of Gardens

Palm Springs Garden Club toured the gardens of the George Manningtons, Foster Simonsens, the Rev. and Mrs. Blondon and Miss Gladys McClure last Saturday. Viewed were the beautiful displays of Floradora roses, violets, Wedgewood Iris, Iceland poppies and Gerberas.

The club concluded its tour at Miss McClure's home, where tea was served and a brief business meeting held, with club president, Mrs. Betty Hoff, presiding. The winter program of the club was discussed with particular stress on the Village beautification.



(Anderson Photo)

THE FACTS ARE that this is none other than Jack Webb (Sgt. Friday of TV fame) with blonde Dorothy Towne TV actress, dining at the Racquet Club Saturday night.

SHORT NOTICE RUMMAGE SALE

138 S. Indian Ave. (corner Arenas Street)

Daughters of the
American Revolution

Thursday-Friday-Saturday
November 18-19-20

Open from 9:00 to 5:00
except Thursday — 9:00 to 9:00 p.m.

This is a benefit for all approved D.A.R. projects

Sun Classified Brings Quick Results

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Sentinels are used in
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any other TV set.



Magnificent in sight and sound Sentinel is literally pleasure packed to bring you hours of delight. It is value-packed to give you more for your money than may seem possible!

Among the many in the Palm Springs Resort Area using Sentinel TV — with or without TV cable — have this to say about Sentinel television sets.

LA SIESTA BUNGALOWS

We bought Sentinels after comparing them with other sets and because of their superiority in picture quality.
Mrs. Ed Reinboth, Manager

VISTA DEL SOL

As far as the Vista del Sol is concerned it was Sentinel TV's 2 to 1.
Bu Herman, Owner

DEL MARCUS HOTEL

We selected the Sentinel TV because of its good reception and picture reproduction.
Eve Bakewell, Manager

BALI BALI in the Royal Palm Hotel

Our patrons love all sporting events. Sentinel above all other sets gave us the best reproduction of these programs and so therefore we chose them. They are trouble-free, too.
Al Herman, Owner

EL ENCANTO

Long before television came to Palm Springs we chose Sentinel television sets because of their high fidelity both in sound and the reproduction of the picture. We have them now in the El Encanto and in my home here in Palm Springs as well as in our home on Catalina Island.
Stanley Rosin, Owner

TAMARISK COUNTRY CLUB

We tested all TV sets for the best possible reception in our fringe area. We finally came to the conclusion that Sentinel TV was the best and we bought them. They are good, believe me.
A. E. Cadman, Managing Director

RACQUET CLUB

We enjoy good TV programs. Our club members do too. After comparison with other sets we chose the Sentinel TV sets for the Racquet Club because of its good performance.
Sherman Hull, General Manager

Nothing succeeds
like success!

A New Carpet Brings
that Successful Look!

Customers flock to the establishment that looks successful, that's carpeted handsomely—and we're the folks who can do it! We have Bigelow carpets, specially created for commercial use, at special prices that will appeal to your business sense. We have the workmen—experts in installation who'll give you a professional job. Phone us—we'll come and look over the situation.

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Around Town

a breakfast ride . . . which was filmed about 18 months ago . . .

This is the first year in seven . . . that Bud and Vic Graves have not been at their Palm Springs home by the end of September . . . and they are thinking of Palm Springs in Chicago . . . Vic writes that she feels wonderful and the last x-rays look very good . . . She mentioned seeing Evelyn and Sydney Schiff (they are just back from Europe) . . . also the Berings, Waters, Gazdas . . . and the Bilgus before they left for Palm Springs . . . The Graves were expecting to see Geoff this week . . . and she

said he plans to visit here later in the season . . .

Owen and Babe Churchill are momentarily expecting news of the birth of another grandchild . . . to the Douglas Lances of Arcadia . . . Their other daughter Pat (Mrs. Robert L. Wink) and her two children are due out from Detroit around December 4 . . . They will fly out with Bob following them by motor . . .

Ed and Millie Houghton (just back from Chicago) were at their El Mirador bungalow over the weekend . . . but have gone again . . . They hope to be back soon . . .

Fantasy in Fun

Charlotte (Mrs. C. C.) Hutchins said when she celebrated

her birthday Saturday . . . that it was the last one she was going to admit . . . Certainly it is one she won't forget . . .

It was arranged that the Hutchins would pick up Jane and Russ Wade at the Wade house . . . and when they got there . . . they found a group of friends in hiding . . . The "Happy Birthday" song that greeted them was all the better for having been rehearsed . . . and cocktails were served with a huge hors d'oeuvre decorated like a birthday cake . . . complete with one candle . . . A table was loaded with gifts . . . including a huge bottle (quart size!) of Arpege parfum . . .

In gala mood there was impromptu entertainment . . . with Don Hartman in a stellar

role . . .

In the party, which went on to Howard Manor for dinner . . . were the Hutchins, the Wades, the Hartmans, George Cameron . . . Ed and Pearl Thrasher, Ray and Blake Corliss, Skip Lawson . . . Tom and Virginia Curtis and Tony Dalu . . .

The Hartmans announced that they have bought a lot at Tamarisk and will start building there soon . . .

The Harold Lloyd house on Avenida Palos Verdes was open this weekend . . . with all three of the younger Lloyds here . . . Harold Lloyd Jr., Peggy Lloyd Ross and son David . . . and Gloria Lloyd Guasti who was being escorted by Alden Ogle . . . Peggy was wearing a pair of intriguing earrings . . . Liberace ones . . . a grand piano

with candelabra, of course . . .

Mr. and Mrs. Edward Silverman hosted a dinner party at the Racquet Club . . . In their party were Mrs. and Mrs. William Edris, Mr. and Mrs. B. F. Shearer and M. O. Anderson . . .

At a Saturday night party given by the Bill Perlbergs at their house on Avenida Palmas . . . were Louella Parsons, Jimmy McHugh, Bing Crosby, the John Haskells, Edward Silvermans, Alice and Phil Harris . . . Greg Bautzer, Pete Petito, Tommy Soderberg . . . Nancy Sinatra, Foxie Leshin . . . and quite a few of the younger generation . . . including the three Sinatra youngsters . . .

Saw Mrs. Spencer Tracy sunning and watching the tennis at the Racquet Club . . . She

was down for a few days rest and said Spencer is on his way home from Europe . . .

A foursome dining at the Tennis Club . . . were Harold and Florence Murphy . . . with Mr. and Mrs. Bernard Bollman (Chicago financier) who are guests in the Club bungalows . . . Also entertaining there was Jeano Ballard . . . in her party were the Verne Andersons of Los Angeles . . . Jack Naighbor of Ohio . . . and the popular Bigl and Tony Wilcox and son Stephen . . . here from Lido Isle for the weekend . . .

Lauren Bacall (Mrs. Humphrey Bogart) down for a brief vacation on the desert . . . was dining with Agent Buddy Morris and his family . . . at Don the Beachcomber Friday night . . . and I saw her at the Racquet Club chatting with Jimmy Morton on Saturday night . . . There were quite a few movie and TV names in the Village this weekend . . . For instance, Jack Webb sat at a table just back of me at the Racquet Club . . . and the fragments of conversation drifting my way . . . sounded like the plot for a new deal for Sgt. Friday . . .

In the mail . . . an announcement from the J. Ross Clarks of Thunderbird and Beverly Hills of the arrival of a son . . . born on November 10 . . . They have named their son and heir James Ross Clark III and he weighed nine pounds two ounces . . . Looks like the Clarks' race horses will be taking second billing from now on . . .

Lucile (Mrs. Abe) Bobair spent the weekend here . . . with her sister and brother-in-law Opha and Lloyd Frank . . . at their home on Vereda del Norte . . .

Fur Fashion Show to be December 4

The latest and greatest creations in furs will be featured in the fashion showing being brought to Palm Springs by Maurice Gebber, noted furrier, whose display rooms are in the Hollywood Roosevelt.

Originally announced for November 27, the date has been changed to December 4 and the show will be staged at Howard Manor, starting at 2 p.m. The change was made because of the many events planned for the Western Week weekend, but Gebber will have four entries riding in the Western Week parade and Leo Carrillo plans to ride with this group.

Jan Rubini, concert violinist, and his son Michel, talented young pianist will play at the style show. Mr. and Mrs. G. Ray Gilliland, who have announced plans to send Michel to Paris to study for a concert career, will be guests of honor at the luncheon.

Among the unusual garments to be modeled will be a pink mink, of the type recently designed for Gebber for Sophie Tucker. The furs and gowns from one of the Hollywood couturiers will be modeled by Caroline Leonetti models. Dorothy (Mrs. Tex) Ritter will commentate the show.

A mink collar and cuff set will be auctioned off with the proceeds going to the Mickey Finn Boys Ranch.

Reservations should be made by calling the Howard Manor.

Literature Section to Hear Review

The Literature Section of the Palm Springs Woman's Club will hold its first luncheon and book review of the season Monday, November 22, at the clubhouse.

Luncheon will be served at 1 p.m. after which the members will be privileged to hear Mrs. Edward A. Tufts of Los Angeles, popular commentator and book reviewer of Southern California. Her subject, "Famous Letters of Literature" promises to be a most interesting presentation.

Mrs. Walter Yeaton, chairman, has the following members on her committee: Mesdames T. F. Murphy, Thomas Holland, George Gallagher, Herbert Burns, Robert Backstrom, John Brill, Carlos Close, Frank Ewing, Catherine Gentry, Al Hoover, A. V. Linkletter, Carl H. Nordell, Horace Penderly, Walter Whittall and Harry Yesley.

Reservations for the luncheon may be made by calling Mrs. Clare Kinne at 3779.

The David Mays are at their Village home this week.

Legal Notices

NOTICE OF INTENTION TO ESQUIRE IN THE SALE OF ALCOHOLIC BEVERAGES

November 9, 1954
TO WHOM IT MAY CONCERN:
Subject to issuance of the license applied for, and commencing not less than 15 days after the date posted, notice is hereby given that the undersigned proposes to sell alcoholic beverages at these premises, described as follows:

185 Andreas Rd., PALM SPRINGS, Riverside County.
Pursuant to such intention, the undersigned is applying to the State Board of Equalization for issuance on original application of an alcoholic beverage license (or licenses) for these premises as follows:

On-sale General license.
Anyone desiring to protect the issuance of such license(s) may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law. The premises are now licensed for the sale of alcoholic beverages.

CHARLES G. JOHNSON
WALTER N. OLSON

372-Desert Sun, Nov. 12, 1954.

The Desert Sun—5c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, November 18, 1954

Classified ... Ads ...

The Desert Sun
and PALM SPRINGS NEWS

Published every
MONDAY and THURSDAY
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PHONE 2249
Box 190, Palm Springs, Calif.

RATES

Minimum ad, 3 lines—count 24 letters and spaces to a line)
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(Min. 2.25—1.50 cash in adv.)
Per 1 Week 2 Weeks 1 Month
(line (2 TIMES) (4 TIMES) (9 TIMES))
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● Ads ordered for more than one time must run in consecutive issues to earn above rates, otherwise single insertion rate will be charged for each time run.
● Save by ordering your ad run 4 or 9 times—If cancelled before completion, you will be charged at nearest rate applicable for times run and get a REFUND for the difference.
● This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.
● DEADLINES—for new copy or cancellation:
MONDAY ISSUE—5 P. M. FRIDAY
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● ADDRESS all communications to: The Desert Sun, P. O. Box 190, Palm Springs, California.

Personals 12

FORTUNE TELLERS

PALM and Psychic readers, Madames Ann, Marie and Lena. Advice on all problems of life. Private readings, 9 to 9. Appointments not necessary. Same location 15 years. 632 3rd St. Phone 8-9036, San Bernardino.

ALTERATIONS, sewing, designing. All work guaranteed. Free pick-up and delivery. Mrs. Alma Forgy, 17322 Sandburn Ave., Desert Hot Springs, Phone 43893.

ALCOHOLICS Anonymous, Altpoint, 8:30 Wednesday nights. Phone 2701.

EXPERIENCED teacher will help you with your child's learning problem. Phone 3419.

Service Miscellaneous 15

HOOVER AND ELECTROLUX and all makes of vacuum cleaners
Aluminum and canvas umbrellas
Sales and Service

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Preparing - Seeding
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HOTELS, homes and shops, for all kinds of repairs and maintenance. Call Gene 7831.

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Situations Wanted 25

Screened, experienced personnel. Domestic, restaurant, hotel, office, medical.
EMPLOYMENT SERVICE AGENCY
135 E. Andreas Road
Phone 2901 Phone 2556

LICENSED vocational nurse, capable, refined, unencumbered, typist, good cook. Live in, desires seasonal or permanent. Write Desert Sun, Box 190, File K-9.

DESK CLERK, male, PBX, typist, excellent references. Ph. 3013.

Situations Wanted 25

MOVIE Star's sister, alone with 10 year old son needs a job and someone to take interest in boy. Florence Marrenner, Write Desert Sun, Box 190, File M-9.

COUPLE, manage or complete maintenance of hotel or private home. Excellent references. 5 years' residence. Ph. 3655. W. Fiedler, 1171 No. Palm Canyon Drive.

RELIABLE couple desires employment as domestic care of home in Palm Springs. Can furnish best of references. Write Desert Sun, Box 190, File L-11.

BAKER, pastry, dinner cook, 30 years experience, local references, write or call A. Stephenson, 710 S. Broadway, Caba-zon.

NURSE, refined widow, Eastern graduate, doctors' references, excellent driver. P.O. Box 189, Palm Springs.

MASSEUR, experienced, references. Will work percentage or salary. Phone 2663, Alex Heller.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Phone 5850 or 2341.

EXPERIENCED middle - aged lady will manage motel or hotel, best of references. Write Desert Sun, Box 190, File M-1.

RELIABLE young man wants garden maintenance work. Own equipment. Reasonable. Phone 8-4011 after 4 p.m.

EXPERIENCED Hungarian cook. Would like to live in. Like children. Write Desert Sun, File M-6.

DESIRABLE, practical nurse, companion, housekeeper, doctor's references. Phone 6908.

WANT baby sitting, day or night, have own transportation. Best references. Ph. 6974.

DAY WORK
or maid work
PHONE 3950

Yard work — power equipment. \$1.25 per hour. J. H. Hershfeld, Ph. 9033

BABY sitting and work by the hour. Phone 6275 after 5 p.m.

Help Wanted 27

Hotel desk, PBX, young . . . \$225
Part time secretary . . . open
Cook, broiler, dinner, fry . . .
Houseman, hotel . . . \$175

Steno trainee . . . \$200 up
NCR 2000, male, desk R&B \$225
Salesladies . . . \$50 plus
Cook, housekeeper . . . \$200
Domestic couple . . . \$400
Hotel maid . . . R&B \$150
Waitresses, tray and arm.
Bus boys, experienced.
Mothers' helpers . . . Open

Many other positions
OPEN SATURDAYS
EMPLOYMENT SERVICE
AGENCY
135 E. Andreas Road

CHEF WANTED
Want chef who is regularly employed during season in Palm Springs to work three and one-half months during summer at Catalina Island. Fine opportunity for real chef. Reply Desert Sun, Box 190, File L-12.

SECRETARY, Sales, Waitresses, Maids, Desk Clerks, Nurses.

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BUSINESS SERVICE

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3 OR 4 BOYS, 11 to 15 years, willing to work 2 hours, 6 to 8 p.m., twice a week. Good earnings and pleasant work. See Bert Hamilton, circulation manager, Desert Sun office.

UPHOLSTER, Good wages. Ph. 8-5444, 904 Broadway, Cathedral City. Box 1283.

Bus. Opportunities 29

COMPLETE fixtures for a 15 stool coffee shop. Original cost \$6900—will sacrifice for \$1500. Bank terms can be arranged.

ALSO—6 complete booths with tables, good condition.

6 HOLE steam table and miscellaneous restaurant equipment.

See—PAVNYS
1001 S. Palm Canyon Drive

THE FINEST small business in Palm Springs. Janitorial service. A-1 for man and wife, year round job. Income unlimited according to ambition. Living quarters and car included in sale. Contact Vern Baumgardner, 210 East Amado, Palm Springs House and Window Cleaning Co. Ph. 4247 or 2591.

\$25,000
NEW DESERT industry requires additional capital for expansion. Fully secured. Rare ground floor opportunity. National trade name consumer products. All replies confidential. Box 190, Desert Sun, File M-8.

GOLF driving range, choice Palm Springs location, good income. Ph. 5579 or 6438.

Business & Financial 30

BECAUSE OF illness in family, responsible woman is in need of \$600. Will pay \$100 bonus for 1 year loan and 5% interest, and protect with ample security. Desert Sun, Box 190, File M-7.

FUNDS AVAILABLE
to invest in
1st and 2nd Trust Deeds
ANY AMOUNTS
We also purchase Trust Deeds.
Desert Sun — Box 190
File L-5.

FIRST T. D.'S WANTED
Palm Valley Realty Co.
431 N. Palm Canyon Ph. 2591

That Summer Vacation . . .

That New Wardrobe . . .

That Trip to Shangri La . . .

Or a \$1,000 worth of your heart's desire!

They Can Be Yours!

WITH THIS

1,000 SILVER DOLLARS



YOUR 1000 silver dollars, that is, if you win them with your winning suggestions as to what Cameron Center should be and the facilities it should incorporate. Pictured above, handling the "lot" is George E. Cameron, Jr., developer of Cameron Center and Russell Wade, right, manager of the proposed Center. The silver dollars, 1,000 of them, count 'em are on display in the Bank of America.

HERE'S ALL YOU HAVE TO DO TO WIN

Write in no more than 250 words your ideas of what should be included in the proposed new CAMERON CENTER.

The site is a 12-acre plot of ground abutting Palm Canyon Drive between Riverside Drive and Mesquite Road. Visit the area in order to gain a better perspective of the proposed site of CAMERON CENTER and its surroundings.

If you believe it should have a cocktail lounge and the type it should be, write your planned description of same. Should there be a restaurant and what kind? You suggest that, too. If you are of the opinion that the new CAMERON CENTER shall have nothing other than commercial establishments say so boldly.

There are such establishments to consider as drug stores, automobile show rooms, a recreation center, just to mention a few.

You tell us what you think should be included in

CAMERON CENTER

CONTEST CLOSES
JANUARY 31, 1955

All letters must be postmarked not later than
midnight, January 31, 1955

• The Judges' panel will consist of leading architects,
planning experts and other interested citizens.

THE DECISION OF THE JUDGES WILL BE FINAL.

No person employed by Cameron Center or
The Desert Sun will be permitted to enter this contest.

There will only one prize
ONE THOUSAND SILVER DOLLARS

MAIL ENTRIES TO:
1,000 SILVER DOLLARS CONTEST
% THE DESERT SUN

Post Office Box 190

Palm Springs, California

or you may deliver your suggestions in person
to The Desert Sun

THERESA PRESS

EVERYBODY KNOWS "YOU ARE LUCKY"
WHEN YOU LIVE IN PALM SPRINGS.

ECONOMY HOMES

DO YOU YEARN to live where you can enjoy the real beauty of the desert — have horses — and swim? Then we have the place for you — 3 acres, 3 bedrooms, 2 baths, living room, kitchen and one bedroom furnished. Paddock Pool. Price incredible — \$13,500.

"SPECIAL" home with pool — \$16,995. This home needs paint and finishing, but for this price you can afford to do some work. Has 3 bedrooms, 2 baths, carpeted and some furnishings. Good location. See today!

LOSE TO KATHERINE FINCHY school. 3 bedrooms, 2 baths, furnished, fenced. \$14,500.

WALKING DISTANCE to schools. 3 bedrooms, 2 baths, nicely furnished, landscaped. \$15,500.

LARGER HOMES

THIS 3 BEDROOM, 2 bath completely furnished home offers comfortable living, paved streets, well planned for minimum upkeep. A good deal for \$17,500.

POOL, 3 BEDROOMS, 2 baths, velvet like lawn, TV, very private. \$22,500.

LUXURY HOMES

FOR THE DISCRIMINATING CLIENT. This home offers the maximum in luxury living, terrific location, enchanting view, 3 master bedrooms, 3 baths, living room, television room, unusually beautiful fireplace, built-in kitchen, master switches. Pool and patio face the mountains, and only \$42,500.

INCOME

4 APARTMENTS, all leased — \$19,500.
TRIPLEX, each apartment like a home — \$32,500.
TRIPLEX, spacious, beautifully furnished — \$30,000.
HOME AND guest apartment on R-2 lot — \$20,000.
BUILDING — stores and apartments — Indian Avenue frontage — room for more buildings — \$14,900.

RENTALS

2 BEDROOM home furnished — \$125

LOTS

R-2, 100x110 — \$5,500.
R-1, \$1000 to \$2,500.

THERESA PRESS

REALTOR

420 South Indian Ave. Phone 5282 or 5691

HICKS HAS HOMES AT YOUR PRICE.

\$17,500. Terrific Potential! !! This close in 2 bedroom, 1 1/2 bath home is on a MULTIPLE UNIT ZONED lot. The house has a cozy fireplace in the living room — full tile roof. Ideal financing — payments are \$125.00 a month and the \$12,500 loan carries 5% interest.

\$22,500. Small price for a view! Modern 3 MASTER BEDROOM, 2 BATH home in ideal south end location. The large lot is completely walled. . . but doesn't hamper the view from the picture window in the spacious living room. May we show you this home?

\$65,000. Truly a home in the Palm Springs manner . . . it has everything. Citrus orchard . . . manicured lawns and gardens as they should be. The pool is 20x40 (not small, hmm). There's a glassed-in sun-porch . . . 3 master bedrooms and baths, plus 2 servants' rooms and baths. TV cable is in . . . it's completely furnished . . . and we'd enjoy having you see it.

HAROLD HICKS

REALTOR

813 N. Palm Canyon Drive Phone 2736

Mildred Jackson Associates Ray Baur
Burnham Bigelow Paul Aust Ken Herman

Business & Financial 30

TRUST DEEDS bought, small discount, private party. Write J. Nagler, 330 N. Alhambra, Los Angeles.

135 FRONTAGE on Hwy 111, new modern business building, 1.26 acres. Near Thunderbird Golf Course. See owner at property, 70-115 Hwy 111.

\$5000 LOAN wanted. 1st Trust. Deed on 2 good 3 room houses (rented), near Palm Springs. Write Desert Sun, Box 190, File M-2.

Lots & Acreage 33

YOU'LL HAVE TO HURRY FOR THIS ONE!

10 ACRES with water, on Del Sol Road near Thunderbird and Desert Air Hotel. \$19,000, your own terms.

DON CAMERON

REALTOR

RANCHO MIRAGE
Phone Palm Springs 8-4932 or Palm Desert 76-3961

CHOICE Residential LOTS. RESTRICTED to 1500 square feet or more. Sacrifice prices, \$2950 to \$3750. Located between Mesquite Avenue and Morongo Road, one block east of S. Palm Canyon Dr. Two blocks from proposed \$3,000,000 shopping and business development.

GANNON REALTY CO.
Tract Agent Bruce Dailey
Sales office — 679 Palo Verde Ph. 6860 Days Evenings 2909

Business Frontage
1700 BLOCK North Palm Canyon Drive, 4 adjoining 50 foot lots, 250 feet deep, \$14,500 each. Also 2 acres same area, located 250 feet west of Palm Canyon Drive facing on Vista Chino. Full price \$28,000. Phone owner, Palm Desert 76-5119.

ESTATE view lot, 132x135, near Howard Manor. \$3500. Multiple dwelling lot in Palm Village, near Desert Magazine, 90x200 or will trade for Palm Springs residential lot.

2 HILLTOP lots exchange for 1954 Cadillac or Lincoln. Owner, 7127.

Lots & Acreage 33

LA RAMBA Tract, LOT 4, 120 foot FRONTAGE, 83 feet DEEP. EXCELLENT LOCATION. BY OWNER. Write Desert Sun, Box 190, File L-6.

LOT 39, 122x83, in Vista del cielo. \$1990. Mildred Caldwell. 15524 1/2 Sherman Way, Van Nuys, California.

1/2 ACRE LOT, good location, good view of mountain and valley, or will build to suit. BOZE BUILDER, Ph. 5370.

For Sale or Exchange 34

CHARMING 2 story Cape Cod, 3 bedrooms, 2 baths, 1/2 acre, garciful trees, in country, modern. Whittier area. 1 year old. Will trade for house in Palm Springs. 12345 Ocaso, Whittier or phone Oxford 74079.

WELL BUILT duplex, rented but not leased, 2 garages, lot faces 3 streets. Zoned for business, also room to expand. Take Trust Deed up to \$6500 down. Owner, Biles, 56 Glenn, Cathedral City.

COCKTAIL BAR, San Pedro, \$15,000. Exchange for clear home or equity in income property. Phone Terminal 30316 or write 1029 S. Meyer Street, San Pedro.

RIGHT ACTION ACHIEVES Your Wants and Needs in BUYS, Trades, Leases; on Homes, Lots, and income property. Trust deeds bought and sold. 9929 PIONES 7375. See MADGE ROCKS, Realtor 278 So. Palm Canyon Drive El Dorado Hotel Lobby.

Home & Income
2 HOTEL rooms and one 2 room apartment, all large rooms, on big corner lot, paved street and direct TV reception. See 2001 Araby Drive, for inspection call 4620.

2 ROOM house, party furnished, central, with possibilities, sacrifice \$1900 cash, or terms arranged. Phone Exbrook 35547 or write 1903 Cloverfield Blvd., Santa Monica.

"IT'S A GREAT DAY"

WHEN YOU
BUY or SELL
WITH
CONFIDENCE

CONSULT

MURPHY REALTY

PROUDLY WE OFFER

The

Former Home

of

THAT BELOVED AND FAMOUS STAR

MR. CHARLES WINNIGER

of

"SHOWBOAT"

THIS CHARMING HOME has 3 bedrooms, 2 baths, pool with lovely sun-flooded patio. It is beautifully furnished. Television cable is installed. Grounds are rich with palms and foliage.

PRICE \$45,000

SHOWN BY APPOINTMENT ONLY

AND

HOMES

New Las Palmas Homes with 3 and 4 bedrooms. Prices ranging from \$32,500 to \$49,500 unfurnished.

Other Tracts

Furnished Homes \$14,000 to \$135,000

Unfurnished \$11,000 to \$60,000

LOTS

Las Palmas Lots from \$7500 to \$22,000 Other Residential as low as \$1800

Also

Choice Lots for

Courts — Business

Industrial use

LSMFT

Lovely Site — Mighty Fine Tract

JUST THE SITE, about 100x150, to build a real "money-maker" court. "Money-maker" because it is in the right place to be a natural court for Palm Springs visitors who love to walk downtown and wander through our wonderful, attractive shops. Priced under \$20,000.

SEE US NOW

MURPHY REALTY

PHONE 5102

464 North Palm Canyon Drive

FIVE UNIT APARTMENT HOTEL

CONSISTS OF deluxe owner's unit, plus 4 additional units. All are beautifully furnished and decorated. \$6000 completely equipped swimming pool. ROOM FOR MORE UNITS.

MUST SELL FOR ONLY \$47,500

Easy terms to qualified buyer.

Peter B. Sheptenko

THE PIONEER REALTY COMPANY

OF PALM SPRINGS

475 No. Palm Canyon Dr. Phone 2727

Bill Colven Associate Brokers Bill Heiser
Mike Jekyll Peter Ratkovich

TERRY RAY

REALTORS

HERE'S THE ANSWER FOR A large family. 6 bedrooms, 4 baths. Large pool. Walled lot. Walking distance to shops and schools. Estate area. Completely furnished. Priced to sell at \$39,500.

6 UNITS
THE MOST FOR THE MONEY
NEAR exclusive residential area. Good income. Owner must sell. Reduced to \$42,500.

HOMES AND INCOME
WALKING distance, 2 bedroom, 2 bath home, plus 3 separate apartments. Room for pool. Will trade. Price \$32,500.

REFRIGERATION
NEW 2 bedroom house with guest house. Fine construction. Refrigerated cooling. Furnace heat. Room for pool. Reduced \$5,000 for quick sale to \$22,500.

VIEW LOT

100x100. This won't last long at \$1800.

Associates
Jules De Vorzon Howard Palmer
Ernie Dunlevie
Helen Churchill Joyce Chapman
773 N. Palm Canyon Ph. 2064

EVEN THE
MERCHANT OF
VENICE
WOULDN'T HAGGLE OVER
THESE PRICES

UNITS

6 — Beautiful — \$42,500.
8 — Tops in location, condition and price.
4 — with kitchens, plus 4 bedroom apartment, pool, deluxe. \$25,000 will handle.

MANY others from 6 to 20 units. ALSO TRADES

A Place in the Sun
FOR YOU

FRANK MILLER

SUN REALTY CO.
Associates
Leona Victoria Smith Harry Gillingham
428 N. Palm Canyon Ph. 2929

FURNISHED redwood ranch house. Fireplace, full length 10 foot wide porch, redwood fence, garden, trees, natural gas, air conditioner, location unexcelled. Rancho Trailer Park, C-16, Drucilla Morgan. Call mornings.

MUNHOLLAND FOR VALUES

OWNERS MOVED, left keys with us to sell their lovely 2 bedroom, 2 bath home. Carpets and drapes. Built in stove and oven. \$18,500

3 BEDROOM and DEN, Rancho Royale area. Carpets and drapes. Lovely grounds. See this Saturday or Sunday.

7 UNITS, grand location and room for more. \$65,000.

10 ACRES, highway frontage and all city utilities. Would divide. Priced to sell.

Munholland & Co.
1059 N. Palm Canyon Drive
Phone 3673
JOHN C. DAVIS
Associate Broker

Thanksgiving

IS ALMOST HERE. If you act now you will be able to celebrate by having your Thanksgiving dinner in this very nice 3 bedroom, 2 bath home. It has a 2 car garage and is situated on a completely walled and landscaped lot with a delightful view of the mountains. The price is only \$14,000 furnished or \$13,500 unfurnished, with a very reasonable down payment.

WE ALSO have many other good buys in improved properties, income and lots.

Ralph Weinstein
256 1/2 S. Palm Canyon Drive
Phone 2884

2 BEDROOM, 2 bath home exquisitely furnished, in Merito Vista tract. Large lot well landscaped and fenced. \$39,500.

2 BEDROOM, 2 bath home, nicely furnished on 120 ft. lot. Sell with small down payment or lease with option to buy. TV cable installed.

WELL LOCATED 2 bedroom, 2 bath home. Excellent buy at \$13,500 unfurnished.

100 FOOT R-1 lot — \$1200.

See us for industrial property.

John W. Williams
REALTOR
CLAUDINE W. GOTTSCHUET
DON WILLIAMS
423 N. Palm Canyon Ph. 3111

CULVER NICHOLS

SUBDIVIDER AND DEVELOPER

AT 861 NORTH PALM CANYON DRIVE SINCE 1922

\$9000. SWEET LITTLE HOME, 2 bedrooms, 1 bath, nice neighborhood. Small down.

\$14,000. "CUSTOM-BUILT", new 2 bedrooms, 1 full bath and extra bath in utility room, floors asphalt tile and carpeted. forced air furnace, cooling, garage, close in. Terms.

\$15,500. BRAND NEW AND DELUXE, has 2 bedrooms, 2 baths, ducted heating and cooling, fireplace, Easy financing.

\$19,500. NEW AND MOST BEAUTIFUL BUY in fine home area. 120 foot lot, 2 bedrooms, 2 baths, 2 car garage, living room with fireplace, rooms have walls of glass, TV in, exquisite throughout. See this TODAY.

SOUTH END, 2 bedrooms, 2 baths, lanai, patio, POOL, \$27,500 furnished.

PRETTY AS A PICTURE, estate area, 3 master bedrooms each with bath, 2 maid's rooms with bath, den room with bar, lanai overlooking POOL and landscaped yard, double garage, furnished. Reduced to \$37,500. A home of color and warmth; grounds of exquisite beauty.

100% LUXURY LIVING — LIKE GLAMOUR, LIKE EXCITING NEW FEATURES? Spectacular view! 3 bedrooms, 3 baths, glorious LANAI ROOM, huge living room with fireplace, fine swimming POOL, fabulous ideas for complete comfort. \$42,500.

\$72,500. AND WORTH IT. ARCHITECTURAL MASTERPIECE . . . your own private world on two large lots . . . in world-famous Las Palmas Estates, 3 family bedrooms, 3 baths, 2 maids' and bath, wonderful GUEST HOUSE. All rooms open to balconies, or beautiful tropical gardens. Landscaping alone worth several thousand dollars. ONE LOOK AT THIS BRILLIANTLY inspired estate will convince you of its permanent value, meets every requirement for maximum comfort and entertaining needs. Completely furnished, move right in.

R-1 lot, beautiful 100' — \$1500.
R-2 lot, reduced to cash out at \$2000.
PALM CANYON FRONTAGE, 50x128.8 feet, near center of town, a buy for \$22,500.

ALSO Palm Canyon frontage near new POST OFFICE for lease and sale.

CULVER NICHOLS, Realtor

and Associates
Al E. Hoover
Jane Colgan

John Bernet
Dick Edwards

861 North Palm Canyon Drive

Phone 2182

TALK TO GEORGE GANNON AND ASSOCIATES

\$950 DOWN — New 2 bedrooms, 1 bath, large corner lot. Nothing better for \$950 in Palm Springs

\$2000 DOWN — New 2 bedrooms, 1 bath, close in lot. A Desert Dream house for \$11,500.

\$2500 DOWN — New 3 bedroom, 2 bath, fireplace, forced air gas furnace, kitchen with snack bar, service porch, double garage, large lot, beautiful view. You can't beat this for \$15,750.

4 BEDROOMS, 3 baths, dining room, service porch, large kitchen with loads of cabinets, living room with den, large walled and landscaped corner lot. \$23,500 furnished. Television included.

BEAUTIFUL LAS PALMAS HOME — 3 bedrooms, 3 baths, custom built for real desert living. Grounds completely walled and landscaped. South patio with swimming pool. \$15,000 including carpets and drapes or buy completely furnished.

INCOME
4 SPACIOUS one bedroom apartments. Excellent rental location near schools. \$1500 down, \$182.89 monthly payments, \$24,975 full price.
8 UNITS for \$49,950 — \$9000 down.

UNUSUAL RENTAL — Most outstanding home in exclusive location, available for rental. Grounds lavishly landscaped and completely walled. Lanai overlooks large swimming pool to beautiful southern vista. 4 bedrooms, 4 baths, exquisitely furnished and fully equipped for immediate occupancy.

GANNON REALTY CO.

REALTORS

711 N. Palm Canyon Drive

Phone 2772

BILLY WRIGHT

Realtors
ACROSS THE STREET FROM THE DOLL HOUSE

OLDER HOME. Choice location, beautiful landscaping arranged for minimum gardening effort. Tree roses, citrus, palm and colorful vines. Beamed ceiling living room, separate dining room, 3 bedrooms, 3 baths, an extra room plus a sun deck. Premises walled. The furnishings, except for some personal effects, included in the price of \$35,000.

A NEW HOME — unfurnished, has 3 bedrooms, 3 baths, unit heat and cooling systems, double garage, heated and filtered pool. The large rooms permit easy arranging of furniture. This property in one of the finest residential sections is offered at \$42,500.

GRAND VIEW of mountains and valley from this very unusual roomy home with pool. 3 bedrooms, 3 baths, lots of cabinets and storage space. Lawn, sprinkler system, trees, shrubs, 2 car garage, \$36,500, unfurnished.

FURNISHED 2 bedroom house and 2 bedroom guest house with individual full bath each, exclusive corner location, \$25,500, terms.

LARGE modern furnished bedroom apartment, best location in town. Luxuriously furnished, adults only. Will lease for year or season. Attractive rental.

For Real Values in Real Estate Buys Consult

ADOLPH ISRAEL
Realtor and associates
671 N. Palm Canyon Ph. 2981

BEAUTIFUL
DESERT HOME

TROPICAL roof, 2 bedroom and bath, TV installed. Gorgeous view of mountains, landscaped and fenced. \$17,000. Carpets and drapes included.

ONE OF THE MOST home-like courts on the desert. 5 units, new. Superbly landscaped, unusual rustic design. Large heated pool. \$70,000. Terms. Excellent refinancing.

What have you to trade? Bring it in, we'll match it.

David Applebaum
N. R. WILSON Associate
Realtors
326 S. Indian Ave. Ph. 5555

OUTPOST Estates, 3 bedrooms, fireplace, large patio. Beautifully landscaped. Swimming pool and tennis court membership. Newly painted throughout. 32-851 Shifting Sands. Phone 3097 or 7515.

FURNISHED house, nice \$5750. Terms. 325 N. El Segundo Rd.

AMY NELSON

2 BEDROOM home and garage, fire place, tile kitchen and bath, shrubs, trees. Only \$12,500, good terms.

NEW 2 BEDROOM home, fire place, colored plumbing, natural woodwork, sliding glass doors, patio. Choice location, \$15,000, small down.

3 BEDROOM, 2 bath home and double garage. Carpets, blinds, large walled lot, fruit trees, \$13,500, \$2,500 down.

3 BEDROOM, 2 bath, home and double garage on large corner lot. Walled, landscaped, pool, covered patio. Completely furnished including furniture, linen, dishes, \$31,500, good terms.

DUPLIX — 1 bedroom each, income \$160.00 month. Price \$6,500 on leased land, center town.

DUPLIX — 1 bedroom each, corner lot, furnished, choice location, \$16,500.

5 UNITS, 4 Kitchens. Only \$39,500.

8 UNITS back of Bullocks, \$51,000.

5 APARTMENTS and 3 hotel rooms, \$52,500.

4 UNITS and 2 bedroom home, large lot room for more, \$52,500.

EXCLUSIVE hotel, \$425,000 — 30 units.

Lots \$1500 up.
Choice corner, \$1850.
102x100 — \$2200.

BUILD ON YOUR LOT.
850 SQ. FT. home, \$5,500.
2 BEDROOM home and carport, \$7,650.

3 BEDROOM, 1 and 1/2 bath, \$9,000.

Real Estate—For Sale 35

CATHEDRAL CITY

IF A GOOD BUY
IN CATHEDRAL CITY
I KNOW IT
HOMES — LOTS — INCOME
34 years experience, buying,
selling or building. Let me
give you honest facts.
SPECIALS THIS WEEK
LOT, 105 x 130—\$875 - \$975.
ALSO 120 x 160, Rancho Mirage,
\$14,500.
SEVEN houses from \$5500 to
\$7250.
2 BEDROOM older house with
good odds; some furniture;
stove, refrigerator, new low.
\$5500
LARGE 2 bedroom, 2 bath, 3rd
bedroom easily fixed. Lots of
closets and cupboards, 100x-
190, facing 3 streets, double
garage, fence, trees, 1/2 cash.
\$14,500
NEW 1 bedroom, VIEW galore,
tile kitchen and bath. Lot
walled, porch, unfurnished.
\$8750
2 BEDROOMS, 2 baths, sundeck.
Nice 100' corner. Close in. 7
years old. Good condition.
\$9750

RUTH BILES

56 Glenn Cathedral City
REALTOR

Real Sacrifice

A LOVELY 2 bedroom, 2 bath
home. Big sun room, fire
place, double garage, refrig-
erative cooling. Heated swim-
ming pool. Enclosed patio.
Nylon carpeting and drapes.
Fully insulated and finest
construction throughout. Built
for owners home less than
two years ago at a cost of
over \$30,000. Terms, on sale
price of \$22,500.

NEW 1 BEDROOM home on
walled, view lot. Only \$8,750.
SEVERAL excellent two bed-
room homes at a wide variety
of sale prices.

LARGE, VIEW lots at \$1320,
\$1700, \$2160.

INQUIRE about a really special
apartment-court just on the
market.

Clark Realty & Insurance Agency

CATHEDRAL CITY
68-762 Broadway Ph. 4-6991

NEW attractive 2 bedroom fur-
nished home with TV. Good
location. \$7200 loan, \$75
month. Make an offer. Ph.
2727.

MOTEL on Hiway 111. Three
doubles, 2 singles. Room to
build. Lot 75x190. Low down
payment. Owner. Ph. 8-3353.

5 ROOMS, lot F, cabana section,
Tramview Trailer Park. Ph.
8-3752.

DESERT HOT SPRINGS

FOR SALE, rent weekends.
lease 2 bedroom house, fur-
nished, near Hot Mineral
Baths. Finest block construc-
tion, patio, garage. Box 128,
Desert Hot Springs, Calif.

INDIO

BEAUTIFULLY new 2 bedroom
home and extra sleeping
house. 20 foot living room,
fireplace, 1 1/2 baths, double
garage, nearly 1 acre, corner.
Terms. Must sell, make offer.
66 and Tyler, 1 mile east 99,
11 miles south Indio.

LA QUINTA

LA QUINTA
\$100.00 DOWN
U-FINISH INTERIOR—U-SAVE
See Model Corner
Hidalgo and Herrera
La Quinta open house
2 p.m. to dark—Fri., Sat., Sun.
on contact FRANK BELL
45-903 Deglet Noor
Ph. 7-3776 — Res. Ph. 7-7893
Representing

OMART INVESTMENT CO.
1111 West Foothill Blvd.
Azusa, California

MECCA

BUY THIS!
160 ACRES, virgin, unimproved,
20 miles south of Mecca.
Near county line and Dos
Palmas area. \$20 per acre, E2
terms. Write today! Pon & Co.
Box 546-C, Azusa, Calif.

RANCHO MIRAGE
APARTMENT
HOTEL
COMPLETELY furnished. 10
rental units, 7 with kitchens.
1 manager's apartment. Heated
pool, spacious grounds, land-
scaped. \$75,000, \$15,000
down.

Rancho Mirage
SALES OFFICE
ROY ST. LEON
71-811 Hwy 111, Ph. P.S. 8-3881

OPEN HOUSE
SATURDAY AND
SUNDAY
71-468 MIRAGE ROAD

ULTRA modern, 2 bedroom
home, lanai, garage. BEAU-
TIFULLY FURNISHED.

TED SMITH

REALTOR
71-691 Hiway 111, Rancho
Mirage. Ph. Palm Springs 8-5022

Real Estate—For Sale 35

RANCHO MIRAGE

9 NEW UNITS Rancho Mirage,
4 r.e.c.s. heated, protected
pool, bargain for quick sale,
some trade. Palm Springs
83238.
FOR SALE by owner. 1 bed-
room, lot in Rancho Mirage, 71
703 San Jacinto Drive, Phone
Palm Springs 5594.

TAMARISK C. C.

**TRAILER COURT
SITES**
TWO potential sites on Hiway
111 near the new Blue Skys
Trailer court.

160 ACRES

Rapidly growing area.
\$40,000
LIBERAL TERMS

20 ACRES

Thunderbird area.
Small house.
Lots of water.
\$55,000

5 ACRES

Near Thunderbird Country Club
Water — choice.
\$15,000

10 ACRES

Adjoining Tamarisk C. C.
Ready for development.
\$37,500

PALM VALLEY REALTY CO.

WILLIAM G. PEACOCK
MIRIAM ALLEN
WRENN TEVIS
JOHN NEWELL
Wonder Palms Road
and Hiway 111
Phone 8-3481

431 N. Palm Canyon Dr.
Phone 2381 or 2586

1000 PALMS

NEW STUDIO house, \$6600, \$500
down, \$65 month. Owner C. L.
Crosby, 1000 Palms Date Gar-
den Drive.

GENERAL

INVESTMENTS
100% Chain Store Properties
SECURITY - FUTURE

YUMA, Arizona — 40'x140', new
building. Income. Between J.
C. Penney and S. H. Kress.
Sales price, \$100,000.

SOUTH PASADENA, California.
50'x140', unimproved, no in-
come. Between Thrifty and J.
C. Newberry. Sales price, \$25-
000.

EL CENTRO, California, 125'x-
140', W. T. Grant between
Sears Roebuck Co. and S. H.
Kress. Sales price \$375,000.

F. J. Malter & Co.
Investment Counselors
7-5521
Indio, Calif.

Lovely Ranch
FURNISHED 3 bedrooms, 3 bath
home on center of beautiful
10 acres. \$30,000.

R. H. McDonald
Corner Dillon and Palm Drive
Desert Hot Springs Ph. 4-2772

Exchanges 36
EXCELLENT TRADE
9 UNITS, 2 years old; 4 units,
location perfect; 7 units, the
best; 6 units, very good. All
have POOLS.

Bring your trades in.
No junk, please.

COL. WARD WOOLDRIDGE
238 INDIO ROAD
PHONE 2360 ANYTIME

3 BEDROOM house, lot 100x80,
2 full baths, in Palm Springs
for Redondo or Long Beach
area. Write Desert Sun, Box
190, File M-3.

WILL TRADE Laguna Beach
view lot for desert property.
S. L. Latshaw, 108 S. Mentor
St., Pasadena, California.

\$3000 DELUXE TRAILER, clean.
Want house or lot. Write Des-
ert Sun, Box 190, File L-2.

Real Estate Wanted 37
FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon

IN LAS PALMAS area. From
owner. 3 bedrooms. Under
\$25,000. Write details, Apt. 1,
1153 N. Palm Canyon Drive.

CASH for 2 to 4 bedroom home,
private party. Write Box 923,
Palm Springs. Principals only.

Business Rentals 38
**NOW READY
FOR LEASE**
STORES in new Post Office
building in the hub of
Rancho Mirage. See or call
Roy St. Leon.

Rancho Mirage
SALES OFFICE
71-811 Hiway 111, Ph. P.S. 8-3881

FOR LEASE, furnished office,
center of town. \$60 month.
Phone 2155

Business Rentals 38

STORE OFFICE across from
Thrifty. Suitable for retail
store. Doctor's office. Real
Estate, etc. 373 S. Palm Can-
yon Drive, Phone 5286.

STORE, suitable for profes-
sional purpose. Located in center
of town. 476 N. Palm Canyon
Dr. Phone 2289.

Wanted to Rent 39
2 BEDROOM furnished or un-
furnished by responsible
couple with 10 year old son.
Write Desert Sun, Box 190,
File M-5.

Rooms for Rent 40
FURNISHED rooms, 1 kitchen
apartment. Heated pool, by
the month or season. Phone
3250.

BEAUTIFUL furnished room.
Private bath and entrance.
In lovely home, near Hotel
Biltmore. Phone 7191.

BACHELOR rooms for men.
Maid service. Reasonable.
El Mirador Garage
1090 N. Palm Canyon Drive

WANTED, woman to share
home with widow and 2 sons.
Private room and bath. Call
evenings. Ph. 6446.

FURNISHED, large corner sun-
ny room, private entrance,
close in, reasonable. 330 No.
Calle Santa Rosa.

LOVELY STUDIO room, own en-
trance, cooking privileges. \$50
month. Phone 2478.

\$15 WEEK UP. Center of town.
Spacious grounds. Pool and
TV. Phone 4093 or 5372.

2 LARGE lovely rooms, each
with private bath and en-
trance, best district. Ph. 6223.

\$7 WEEKLY and up. Furnished,
kitchen privileges. Near air-
port. Phone 9973.

ELEGANT room with private
entrance and bath, pool, close
in. Phone 3029.

LOVELY room, private bath
and entrance, reasonable, by
week or month. Phone 4398.

EL MIRADOR district. Decorat-
ed, private entrance, bath.
Kitchen privilege. Ph. 4439.

LOVELY room, own entrance.
Cooking privileges. Close in.
Phone 4329

1 room kitchenette for 2.
336 Paseo El Mirador
Phone 5385

ROOM FOR RENT. Private en-
trance, 1/2 bath. 115 Palo
Verde.

ROOM for working man. Board
if desired. Close-in. Phone
7380.

For Sale or Rent 41
564 CALLE ABRONIA, 2 bed-
rooms, furnished. Call Los
Angeles, AN 13310 after 7:30
p.m.

Rooms for Rent 43
SOMETHING nice for your Palm
Springs vacation. 1 and 2
bedroom bungalows, all elec-
tric, new pool.

COL. WARD WOOLDRIDGE
238 INDIO ROAD, Palm Springs
Phone P.S. 2360 anytime

FURNISHED guest cottage,
large living room, 2 bed-
rooms, 2 baths, ideal for
couple with small child.
fenced in patio. Reasonable
on yearly basis. Call 6690 af-
ter 6 p.m.

ARTISTICALLY furnished one
bedroom house, twin beds,
terrace, beautiful garden.
reasonable rent by season or
year. 68-799 East F. Street,
Cathedral City. Phone 83212

FURNISHED, year's lease, 2
bedroom house at 913 Mel
Ave. Palm Springs. Excellent
condition. Attractive, \$200
month. Call Mrs. Riordan, af-
ter 4, Colton 2041R.

ATTRACTIVE, furnished, roomy
bungalow, large bedroom,
living room, fireplace, nine
months. \$55 summer, \$85
winter, near Smoke Tree,
Adults. Phone 6261.

FURNISHED house in Cathedral
City, 3 rooms and enclosed
porch, clean and comfortable,
private garden, reasonable
rent, by season or year, no
pets. Phone 84523.

FURNISHED, attractive 2 bed-
room, patio, trees, shrubs,
garage. Ideal location and
view. Owner, 247 Racquet
Club Road, Phone 4081.

SMALL HOUSE, furnished, util-
ities included, \$70 month;
studio apartment, furnished,
\$60 month. 1680 E. Ramon Rd.
Phone 2173.

TWO BEDROOM furnished, sea-
son or year lease. Also, 3 room
guest quarters available.
Owner, 260 Cortez Road or
call Webster 8-5142.

ONE BEDROOM furnished house,
close in, \$75 month.
Clark Realty & Insurance
Agency, 68-762 Broadway,
Cathedral City.

TWO bedroom unfurnished
house, fenced lot. \$75 month
or year. 1050 Tamarisk Road.
Owner at 1054.

5 room furnished house
Adults only.
2585 Anza Trail

2 BEDROOM, 2 bath with pool.
Furnished. \$500 month for
season. Phone 3673.

3 BEDROOMS, 3 baths, nicely
furnished, carpeted, walled,
garage. Phone 6921.

3 ROOM deluxe completely fur-
nished. \$110 month, close in.
Phone 3029.

Apartments for Rent 43

FURNISHED 1 bedroom apart-
ment, tile, bath and shower.
Walking distance. 540 So
Calle Encelia.

JEANETTE 1 bedroom apart-
ment, large kitchen and liv-
ing room. Reasonable. Phone
5725.

KITCHEN apartments \$35 week,
heated swimming pool. TV.
Center of town. Phone 4093
or 5372.

FURNISHED, new, deluxe, daily
maid service, heated pool.
Week or month. Phone 5456.

MODERN furnished apartment.
1 bedroom, quiet, 1363 East
Ramon Road.

APARTMENT, electric equip-
ment, \$75 month to couple.
70-210 Hiway 111 Ph. 8-3398

UNFURNISHED 1 bedroom
apartment with range. Call
5370.

NICELY furnished 1 bedroom
apartment. \$90 month. Phone
2888 before 5 p.m.

ATTRACTIVE studio apartment,
furnished, 1 adult. Utilities
paid. Rent of 610 Camino Real.

Houses for Rent 46
FURNISHED 2 bedroom and
den home, \$225 per month.
No lease.

2 BEDROOM, 2 bath sleeps 6.
\$150 month and \$200 month.
4 BEDROOM, 3 bath home, pool.
\$375 month.

APARTMENTS, \$100 month up.
AMY NELSON
2277 N. Palm Canyon Drive
Phone 5254 or 4079

2 BEDROOM (very nice), fur-
nished, fireplace, carpet,
pool privilege, \$110 month.

DOUBLE house, 3 rooms, fur-
nished \$75; another \$65
month.

THOUSAND PALMS, sunny
side of the valley.
Phone Hal Cornelius, 383

3 BEDROOMS, 3 baths, beauti-
fully complete, furnished.
Walled and landscaped gar-
den, sun deck, complete priv-
acy, 2 car garage. One block
from Lone Palm Hotel. For
season. 537 The Palms. Phone
4198.

2 BEDROOM, 2 bath home, fur-
nished. Good location. TV
cable installed. \$175 month.
Will apply part rent toward
down payment. See—
JOHN W. WILLIAMS
423 N. Palm Canyon Ph. 3311

FURNISHED 2 bedroom and
den, garage, walled in yard,
TV, yard care and all utilities
paid. \$400 on 4 or 6 months
lease. No pets, adults only.
References. 1120 San Jacinto
Way, Phone 6618 or Crestview
59408, Mr. Brooks.

SOMETHING nice for your Palm
Springs vacation. 1 and 2
bedroom bungalows, all elec-
tric, new pool.

COL. WARD WOOLDRIDGE
238 INDIO ROAD, Palm Springs
Phone P.S. 2360 anytime

FURNISHED guest cottage,
large living room, 2 bed-
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couple with small child.
fenced in patio. Reasonable
on yearly basis. Call 6690 af-
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ARTISTICALLY furnished one
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Adults. Phone 6261.

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porch, clean and comfortable,
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FURNISHED, attractive 2 bed-
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SMALL HOUSE, furnished, util-
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Phone 2173.

TWO BEDROOM furnished, sea-
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Owner, 260 Cortez Road or
call Webster 8-5142.

ONE BEDROOM furnished house,
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Clark Realty & Insurance
Agency, 68-762 Broadway,
Cathedral City.

TWO bedroom unfurnished
house, fenced lot. \$75 month
or year. 1050 Tamarisk Road.
Owner at 1054.

5 room furnished house
Adults only.
2585 Anza Trail

2 BEDROOM, 2 bath with pool.
Furnished. \$500 month for
season. Phone 3673.

3 BEDROOMS, 3 baths, nicely
furnished, carpeted, walled,
garage. Phone 6921.

3 ROOM deluxe completely fur-
nished. \$110 month, close in.
Phone 3029.

WELL-FURNISHED 1 bedroom
duplex. Reasonable on year-
ly lease. Paulson. Phone 2761.

FURNISHED 5 room house.
Working couple only.
325 N. El Segundo

Houses for Rent 46

QUALITY spacious duplex, fur-
nished, new heated pool.
Walled acre center of town.
Year or season. Call 7431.

TAHQUITZ River Estates home,
furnished. Will share with
couple. 872 N. Riverside, Dr.

\$50 MONTH, cozy apartment,
private entrance. Single, em-
ployed man. Phone 8-3401.

WELL FURNISHED, 1 bedroom
duplex. Reasonable on yearly
lease. Paulson, Phone 2761.

Trailer Rentals 49
House Trailer For Rent
\$30 to \$50 per month
70-233 Hiway 111
Cathedral City

COTTAGE TRAILER, roomy. Or
will sell. See Logan, Orchard
Trailer Park.

Household Goods 50
STEEL utility cabinets, single
door \$12.95. Double door
\$16.95
WARDROBES — \$24.95.

CHAISE LOUNGE pads. Big 24x
72 boxed, velveteen, 2 lb. cotton.
\$6.95. Limit 2.

Chinese Peel Tub chairs \$3.95.
Wrought iron divans from \$79.50
Wrought iron ash trays from
\$15.00 up.

SUNDAY AND EVENINGS
BY APPOINTMENT

Maher Furniture
6 Miles North out
Indian Avenue at
North Palm Springs
Ph. Desert Hot Springs 4-2616

BED, SPRINGS and mattress.
\$10. G-M Frigidaire, 3 occa-
sional chairs, 3 bookcases,
braided rug, dinette set, 3 gas
heaters, screen doors, French
windows, swinging door, mis-
cellaneous items. 600 1/2
Second St., Cathedral City.

SIMMONS studio couch, either
double or twin beds. Western
motif covering, like new. Less
than 1/2 price. 2275 Smoke-
wood Road.

BED-DAVENPORT, never used,
\$75. 6 Philco refrigerator, 36"
gas range, four burner, excel-
lent condition, \$195. Ph. 2084.

LIVING, DINING, bedroom fur-
niture, electric appliances,
dishes, linens, metal ward-
robe, blankets. Ph. 3480.

WALNUT chest and desk, an-
tique mahogany desk, chairs,
tables, lamps. Phone 7491.

Trailers for Sale 51
WESTCRAFT
USED — 24 foot. Like new, cost
\$3500. SPECIAL at \$1795. Easy
bank terms.

Also used trailers
from \$195 and up.
Can be seen at —

PAVNYS
1001 S. Palm Canyon Drive
OPEN EVENINGS

**Market Street
Trailer Sales**
AUTHORIZED DESERT
DEALER
for
SPARTANS, PAN AMERICANS
NATIONALS
ROADLINERS (custom made)
SAHARAS

All sizes, 21 to 45 foot.
JOE J. SHACKOW, owner
Hiwy 111, east of Palm Springs
Phone P.S. 8-5211

54 ROADMASTER 27 foot com-
plete with large ramada
roof covering and patio.
Outdoor rock barbecue, also
outdoor grill and oven. Bath,
lawn, patio furniture, wide
lot. Horizon Trailer Village,
Hiway 111 about 7 minutes
from Palm Springs. Should be
seen to be appreciated. Space
59.

25 FOOT American. Dolly, flush
toilet, ramada, new cooler,
carport, front and back patio,
large wardrobe cabinet, 9
roof covering and patio.
Ideal lot. Shade for year
round living. Price \$1950.
Lot A-14, Rancho Trailer
Park. Phone 7603.

35' PAN AMERICAN trailer,
ramada and cabana, fur-
nished, 2 full baths, fireplace
and 21" R.C.A. TV. One of the
nicest locations in Rancho
Trailer Park, quiet and se-
cluded. \$12,500. Lot C-15. Ph.
7378.

LATE '53 KENSKILL, 31 foot,
awnings on all windows.
large awning, 9x29, like new.
Have \$2547.53 in equity or
will trade for smaller trailer.
Palm Springs Trailer, Corral,
Lot 5.

MUST SELL my beautiful 40'
eastern built with chrome
dinette set, 2 bedroom or den,
full size bath, thermostat heat
control. Cost near \$6,000, take
almost half. Terms. Next to
Gibbie Desert Butane Service.
66-355 E. Highway 111.

GAIN MY LOSS
\$2200 EQUITY, sacrificing for
\$500. 30 foot 1953 Roadmaster,
perfect condition. 30 more
payments at \$100. See at
Palm Springs Trailer Village,
Patterson's. Lot 832. Ph. 2984.

30 FOOT '51 Pan American, in-
side like new. Toilet, show-
er, TV, many extras. Must sell
to best offer. Real deal, worth
looking into. Beckley Trailer
Park. Lot 24. Call 8-4473 be-
fore 10 a.m. or

CATHEDRAL CITY

By PAUL AND MILDRED CLARK

Since the installation of curbs and paving on Broadway several years ago, many remarks have been made as to how

much it improved the appearance of our village. Recently your correspondents have been asked many times about further plans for beautifying the town.

Several have suggested that as a starter, two palm trees of suitable height be installed in each of the six islands on Broadway. President Robert Sherrill of the Chamber of Commerce said that he considered this an excellent idea as the water company had installed connections free of charge at the time of paving, so that upkeep would be very little. Later on when sufficient funds are available, the trees could be lighted, which would serve the double purpose of both beautification and help toward lighting of the boulevard.

President Marjorie Ballagh of the Woman's Club, speaking unofficially, said that she believed it would be a wonderful start toward a program of beautification so essential in a resort community. President Carl Jackson of the Lions Club

remarked that the Lions had in the past always contributed heavily toward the park and other civic improvements, and that he felt sure the club would back the project in every way possible.

BAZAAR FRIDAY

The Women's Auxiliary of the Cathedral City Community church is holding a food sale and bazaar with a white elephant table tomorrow at 744 Broadway, corner Van Fleet. Food and articles should be brought to the building before 1 o'clock, so that the workers can prepare the tables for the sale. It is hoped by the women of the Auxiliary that this sale will be an even greater success than those in the past have been, as the proceeds go towards the remodeling and beautification of the church, such as new doors, painting of the entire outside of the church and the new steeple.

CELEBRATE ANNIVERSARY

The 49th wedding anniversary of Mr. and Mrs. Arno Glidden was celebrated Saturday night at the Deluxe Trailer Park, during the potluck supper in which 100 guests participated. A bouquet of orchid mums was presented to Mr. and Mrs. Glidden by Mrs. Frank Cromwell. On Sunday night about 200 guests of the park enjoyed a motion picture shown by Tom and Esta Scott, residents of the park. This was an American film of a journey from New York to Mexico, featuring Mexico City and Acapulco.

LIONS CLUB SALE

The local Lions Club is staging a "Bake" sale Saturday, November 20 at Cordes Floor Covering store on Broadway. President Carl Jackson said that each member of the club has promised to provide a pie, cake, or other baked dish prepared by his own hands.

MILNER ON STAGE

Bill Milner, son of Mr. and Mrs. Harold Milner of Cathedral City, is now touring with Helen Hayes in her production of "What Every Woman Knows." Milner appeared recently in several little theater productions in Palm Desert and Indio, including "The Man Who Came to Dinner" and "Angel Street." At the completion of a four weeks run in San Francisco, Milner will return to Los An-

Bottleneck

Work Begun on Banning Freeway

Heavy equipment has moved into Banning for the start of work this week on the new Freeway through that city to end a bottleneck on metropolitan area to the desert travel.

First work on moving the route of Highways 60-70-99 from Ramsey street one block south to Livingston, got under way Monday.

Initial work on the Freeway through Banning will be on bridges and underpasses. Actual paving of the Freeway on Livingstone street is expected to start next year after the five bridges are completed.

Trailer Park Plea

Ruling by Nov. 30
County planners expect to reach a decision by November 30 on an application by W. H. Mattox for a zoning permit for a trailer court one and one-half miles east of Cathedral City near the intersection of Sunny Lane and Palm View street.

ges to fill other commitments. He is expected to be in Cathedral City for Thanksgiving at home.

MRS. LEWIS IS JUDGE

Word was received this week by L. C. Lewis from his son, Henry W. Lewis, prominent business man of Portland, that Mrs. Lewis had just been appointed judge in Multnomah County, Oregon, the first woman judge ever to be appointed in that county. She will preside over the domestic relations court. Mrs. Lewis was also elected representative to the state legislature at the recent election. Mrs. Lewis has been a practicing attorney for some time and is admitted to practice before the U.S. Supreme Court.

Five hundred forty six persons were served at the third annual turkey dinner at St. Louis hall on Wednesday of last week. Father Joseph Leisler reported that the dinner

was a great success. Several hundred dollars were added to the Guild's treasury. Annual rummage sale will be held in St. Louis hall, "B" at Glenn street, Saturday, December 4. Any of the villagers having odds and ends that they wish to dispose of are invited to give them to the sale.

WORKSHOP LECTURER

The second of a series of three Workshop lectures was given last night at the Cathedral City School by Paul Summit, director of Child Welfare, of the Palm Springs Unified School District.

RULES ON BURNING

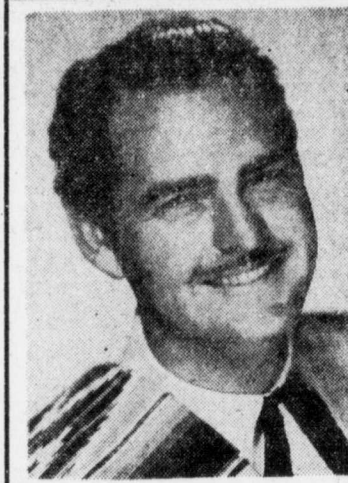
With the village population reaching its seasonal peak, volunteer firemen, who provide such excellent fire protection in cooperation with the State Forestry Fire Service, wish to remind both old and new residents of Cathedral City that violation of open or incinerator

burning ordinances carry heavy penalties, the purpose being to prevent costly fires in this dry area. A permanent permit is required for burning, even in an incinerator. Permits may be obtained at any time, free, at the local fire station. Burning hours are 8 to 12 mornings only. Regular garbage collection will take paper and other rubbish in reasonable amounts, but not tree trimmings or refuse from building operations. The larger amounts of rubbish may be taken to the Cathedral City Dump.

THANK DESERT SUN

A comment from your correspondents: Increasingly our readers are expressing their appreciation for the space devoted by The Desert Sun to Cathedral City happenings and the fostering of community projects. We believe that The Desert Sun is doing a great service for Cathedral City as well as the entire area.

PALM SPRINGS, CALIFORNIA The Desert Sun—8c
Thursday, November 18, 1954 and PALM SPRINGS NEWS



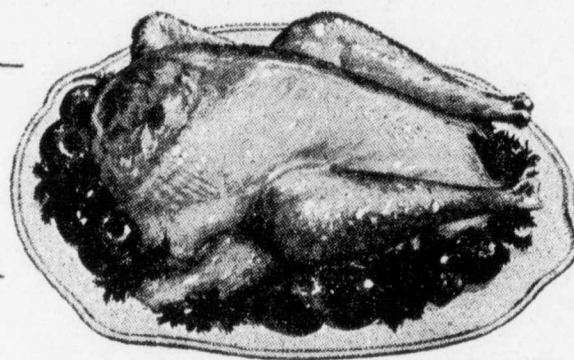
PLANING A PARTY?
DON MARTEEN
with his Songs
Guitar Magic
and colorful costumes
will add that extra zest to any occasion...
PHONE 7218
Featured
El Mirador Hotel
Thunderbird Country Club

Village Market Offers...

In the Family Tradition

YOURS FOR A WONDERFUL THANKSGIVING

Thanksgiving's a tradition with Americans. A Day of Thanks, a Day of Feasting in recognition of the bounty provided by our land... For a dinner long to be remembered, we've gathered together all your Thanksgiving Feast Foods.



Extra fancy TURKEYS

Come and see the finest oven-dressed broadbreasted FRESH TURKEYS

available
YOUNG, TENDER and GRAIN FED 5-lbs. to 35-lbs.

Protected in a Cryovac bag and packaged individually in a green and white carton for easier handling.

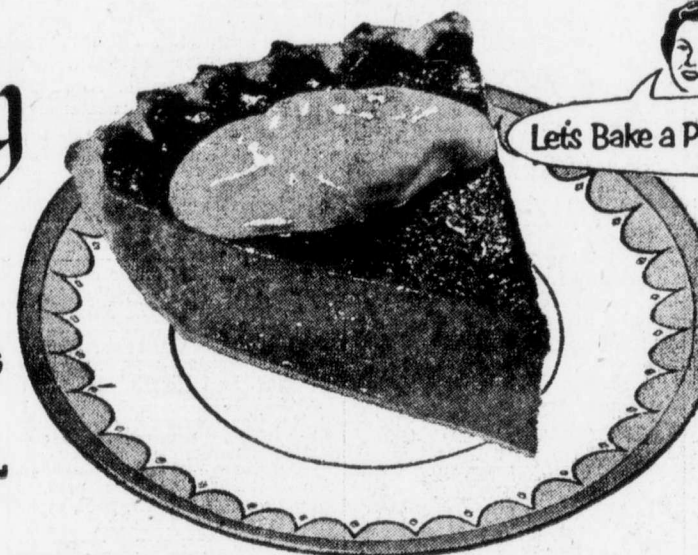
MIZPAH RANCHO COMPAS BRAND

Definition of Mizpah:
"God take care of me while we are absent one from the other."
— ALSO —

Swanson's Frozen Stuffed Hen Turkeys
Fresh Frozen Turkeys, Geese and Ducklings
Fresh Capons, Smoked and Canned Hams



How to be a Better Cook... and save money too!
by Mary Blake
Let's Bake a Pie—as Advertised in LIFE



Carnation Pumpkin Pie

(Makes single crust 9" Pie)

1 cup sugar	1 1/2 cups canned pumpkin (1 1/2 No. 2 1/2 cans)
1 1/2 teaspoons cinnamon	1 1/2 cups (large corn)
1/2 teaspoon cloves	1/2 cup undrained Carrot
1/2 teaspoon allspice	1/2 cup evaporated milk
1/2 teaspoon nutmeg	9-inch single crust unbaked pie shell
1/2 teaspoon ginger	
1/2 teaspoon salt	
2 eggs	

Combine all ingredients until smooth. Place in pie shell. Bake in hot oven (425° F.) 15 minutes; lower temperature to moderate oven (350° F.) Continue baking about 35 minutes or until custard is firm. Cool, top with whipped Carrot.

To whip Carrot: Chill 1/2 cup undrained Carrot in refrigerator tray until soft. Drain off liquid. Whip until stiff (about 1 minute); add 1 tablespoon lemon juice and continue whipping until very stiff (about 1 minute longer). Add sugar as ease. Serve immediately on cooled pumpkin pie.

9-inch size
SIMON FROZEN PIES

Pumpkin or Mince **59c**



Pillsbury's
9-oz. pkg.
2 for 29c



Libby's
1-lb. 10c
1-lb. 13c
2 for 27c



TALL CANS
2 for 25c

Candy-Nuts

MIXED NUTS In the Shell

39c lb

MARSHMALLOWS 2 pkgs. 12-oz. Pkgs. **29c**

BRACH'S CANDIES 39c box includes Choco. Peanut Clusters, Cream Drops, Milk Choc. Stars, Choc. Butterscotch, etc. 5 1/2-oz. to 8 1/2-oz.

NOW- Private Police Protection For Cathedral City

Merchants and Home Owners



- Uniformed Bonded Patrol Service
- Continuous Prowl Service throughout the night in radio-car.
- Normal and emergency coverage.
- Protection against Vandalism
- Fire Control

Private Patrol Service Gives You Peace of Mind

— For Further Information Call —

Charles C. Valentino's Detective Agency

123 E. Andreas

Phone 2865

Fruits - Vegetables

NO. 1 VELVET RED YAMS 3 lbs. **29c**

FANCY UTAH TYPE CELERY Stalk **10c**

COACHELLA VALLEY DATES 2 1/2-lb. pkg. **59c**
Ready for Mailing



Cranberries
FANCY CAPE COD
1-lb. box **19c**

and all the trimmings

OCEAN SPRAY or EATMOR — 1-lb. **CRANBERRY SAUCE 19c**
Whole or strained

SUNRIPE — No. 1 tall can **25c**

JUMBO OLIVES **25c**

FANNING'S — 15-oz. **23c**

Bread & Butter Pickles **23c**



LANGENDORF Seasoned Stuffing Mix **29c**

SUNSHINE — 1-lb. **33c**
HI HO CRACKERS



LIBBY'S — 1-lb., 1-oz. **27c**

SPICED PEACHES **27c**

TROPICAL — 20-oz. **39c**

STRAWBERRY JAM **39c**

APPLELAND **2 for 29c**

APPLE SAUCE **2 for 29c**

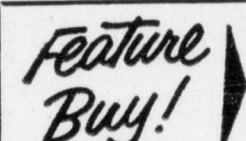
PERFECT HOST COFFEE **99c lb**

VINO DE TAVALO — 1/2 Gallon **99c**

RED TABLE WINE **99c**

DAD'S **99c**

ROOT BEER **99c**
Reg. size — 6 for 45c
Quart size — 2 for 45c plus tax



For The Discriminating Hostess
TOWN & COUNTRY NAPKINS

25c
Pkg.



YOU JUST CAN'T EAT ENOUGH
4 Fishermen FISHSTICKS
Quick-frozen trout you just heat 'n eat! Ready in 3 minutes **45c**
Demonstration Friday and Saturday

Specials for Thursday, Friday, Saturday — Nov. 18 - 19 - 20
ALL ADVERTISED ITEMS SUBJECT TO STOCK ON HAND



441 So. Palm Canyon Drive

Phone 7932 or 9055

HOURS: 9 A.M. to 8 P.M. — SUNDAYS: 9 A.M. to 6 P.M.